BULL, MAY 17, 1930
OPENCE

No. 1248.
Vol. XLVII.

JOHN BULL

OVER A MILLION SALE

Still Strides Ahead

"232" FLANNELS

LIGHT, DARK, SILVER-TONE, SILVER-ASH . . . 64 Fittings

Public favour is not lightly bestowed. Success comes to products which deserve it. Only a high standard of quality and out-of-the-ordinary value could win the popularity which has been gained and is maintained by "232" Flannels.

Here are the garments which give more than you expect for the price you pay—more in an amazing durability of material, more in conscientious tailoring, more in the style-craft of expert cutting.

"232" Flannels have set a new standard of merit which is still strides ahead of the next best. *That standard will never be lowered.*

The range of "232" Flannels includes the famous cloth in four shades, Light, Dark, Silver-Tone and Silver-Ash.

Per **14/11** Pair

and now-CENTACORT

"Centacort" White Flannels are destined to achieve equal popularity with tennis and cricket enthusiasts as "232" have earned with outdoor men, for they are tailored with equal skill and fashioned with as strict a regard for style from material which will enable you to "Take service from Centacort" through many a hard fought game. "Centacort" White Flannels, 21/- per pair.

FREE! *send now for the* "232" *Booklet*

There is an informative—and amusing—little booklet about "232" which you can have free by sending to "232" Manager of Sales, 38, Wood Street, London, E.C.2.

MOST GOOD OUTFITTERS SELL "232" AND CENTACORT

FOR SMALL TRADERS, SHOPKEEPERS.

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BE Your Own Master. Start in Drapery and make money. 52-page w'sale C'tlgue, also 16-page A.B.C. Guide direct from actual mfrs. free to shopkeepers and beginners. Examp'es of our prices: Men's Shirts, 18/11 doz. Thousands of bargains in stock in Mfrs.' clearing lines and travel'ers' samples, much below usual price. Big profits. Wolfsen's Catalogue will help to establish you in business.—Wolfsen's Warehouse Mfg. Co., 46-48, Thomas St., Manchester.

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FREE ILLUSTRATED LIST for Dealers and Beginners for keen lines in Drapery, Hosiery, Haberdashery (Wholesale only).—Levy Bros., Dept. R., 39, Houndsditch, London, E.C.3.

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EARN £2 to £5 weekly. Run Drapery Club amongst friends. No outlay. Particulars and cat. free.—Carlisle Mills, Dept. 11, Bristall, Leeds.

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A STEADY, certain income—more than you could earn in any ordinary job—would mean much to you, wouldn't it? It can be yours, without any previous experience if you are prepared to work whole or spare time regularly and faithfully.—Write for details of this genuine offer to Box A. (Ref. 96), 39, Pratt St., London, N.W.1.

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EARN over £5 per wk. and gain independence by supplying friends and others with hosiery, underw'r, bedd'g, Gen. Drap'y, etc. Large Cat. and Shade Card Free. Marv. Proposition.—Nicksons, Mandira, Broadway Chmbs., London, W.6.

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"THE BAZAAR, EXCHANGE & MART" (2d. every Tuesday and Thursday) will send a FREE copy of either issue to any reader of *John Bull*. Send postcard to J. B. Burt, 4, Greville Street, E.C.1.

WALLPAPERS DIRECT from 2½d. per roll. Send for patterns post free.—West Riding Wallpaper Co., 52, Trinity Street, Leeds.

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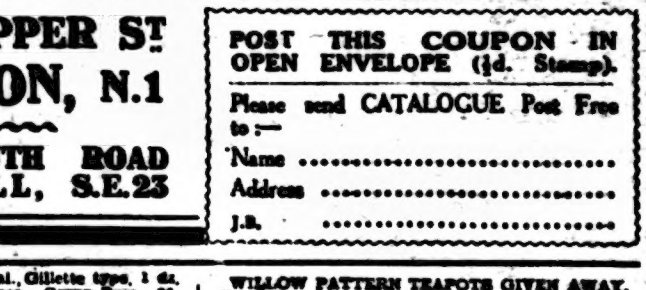

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FREE.—Send at once for an informative and amusing Booklet offered free by the makers of "232" FLANNELS. Address "232," Manager of Sales, 32, Wood Street, London, E.C.2. The offer appears on the Front Cover announcement, to which readers' attention is drawn.

WRITE for the free booklet, "Isn't It True" offered by ACHILLE SERRE, LTD., in their advt. on page 22.

SEND for the Bargain Catalogue of FURNITURE offered by the ISLINGTON FURNISHING STORES in the large advt. on this page. Simply fill in the coupon and post in an unsealed envelope bearing a ½d. stamp.

READERS' attention is drawn to the STERLING OFFER on page 12. Send for illustrated List.

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READERS' attention is drawn to the CRAMER PIANO & ORGAN advt. on page 31, in which free illustrated Catalogue, No. 240, is offered.

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BABY'S BETTER QUALITY LAYETTE, 25 costly home-made garments. Silk and Wool Shawl, Robes, Day Gowns, Flannels, 16 Towels, Napkins, Vests, 3 Barras, Wool Coats, Wraps, etc., Guaranteed the best. Over 2,000 testimonials received. Post 2/- and obtain the original bargain on appro., then compare quality. A Mother with 15 years' experience. Mrs. Howard, 68, Dover Road, Portslade. (Cash or Terms.)

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150 *John Bull* readers can win free special number copies of this week's "POULTRY WORLD," out May 9, 2d. Tells how to make £400 a year from poultry.—Write, J. B. Burt, 4, Greville Street, E.C.1.

BECOME A PET BIRD Breeder "Second round" mating offers big chance to beginners now. A jolly and profitable hobby. See "CANARY BIRDS," now out, 2d. Post free copy write J. B. Burt, 4, Greville Street, E.C.1.

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SMOKING Habit conquered. Health vastly improved. Wonderful testimonials. Write now.—J. B. E., 38, Gribble Rd., Farnworth, Liverpool.

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NERVE SUFFERERS will find a Free Book let "THE EASY ROAD TO HEALTH" offered in the ORZONE CO.'S advt. of particular interest. Send for a which tells all about an

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ANY kind old gold, silver, jewellery, old false teeth, platinum scrap, etc. Highest cash by return.—Bell's, Upper Tooting.

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H. R. MANUFACTURING CO.

A CORRECTION.—In this week's Fur Department announcement a block of mistakes was made in the prices illustrated, appearing to make it appear that the actual price. Readers will do well to see this week's advt. on page 3 the correct terms is 22/-, or 19/9 if full cash with order.

SEND now for the GIBBS SET OF TOILET PREPARATIONS offered in the advt. on page 33. There are two sets, one for men, the other for women. You can have only one. Be sure to mention *John Bull* when replying.

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A FREE WIRELESS SET and GRAMOPHONE can be got in exchange for coupons from FAHIAN'S "NAVY CUTTS," whose offer appears on page Fill in the coupon, enclose an addressed envelope and obtain 25 Bonus Coupons FREE.

FREE.—Official Guide to Blackpool obtainable on application to the Publicity Manager. Mention *John Bull*. Other HOLIDAY GUIDES are offered in L.M.S. Rly. advt. on page 22.

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Superior Quality Six Full Skins.

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TERMS: 7/6 with order 7/6 Monthly. Bale Approval. Drapery Catalogue Free

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State shade required and waist and inside leg measurements for Trousers (62" waist and over, 9d. extra) and size neckband or sleeve of shirt. All goods Post Free.

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To obtain another ten thousand customers for our Special Brands we guarantee to return your money IN FULL if after smoking 10 cigarettes you are not perfectly satisfied with the flavour and the remarkable value. Bard's Smokers' Service supplies everything for the Smoker at a bargain price.

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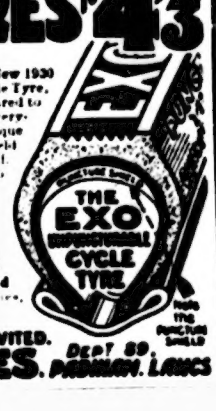

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THURSDAY
for Week ending Saturday, May 17, 1933. Twopence. Registered at the G.P.O. as a Newspaper. Postage: Inland and Canada, ½d.; all other parts of the world, 1½d.

"If you see it in 'John Bull,' it is so"

Why Keep Up the Farce?

Flying Boats to the Rescue

Another Ring Broken

WE have already called attention to the half-hearted denials of Party leaders that there is any understanding between the Liberals and Labour for [illegible] Government in office.

Why is the farce still kept up?

Since then, evidence has come into possession that the Liberal leaders are in constant touch with Cabinet Ministers for the purpose of ensuring co-operation in the Government's legislative programme.

• • •

No measure of any importance is to be introduced until assurances of Liberal support have been received in advance.

• • •

As the price of this support, the Liberals are to get electoral reform, a Bill for which purpose will be introduced some time next year.

The Government is making a good move. Its overcrowded programme will be facilitated, which will do much to appease those Labour critics who are disappointed with progress.

Can afford it

Conservative M.P.s have sent up a howl because Mr. Snowden has decided to raise another £3,000,000 a year from the brewers—but their indignation is quite unjustified.

The brewers themselves met Mr. Snowden very fairly by saying they would take the extra tax out of their own profits, without either passing it on to the consumer or reducing the quality of beer.

Seeing that brewers' profits last year amounted to close on £25,000,000, the extra burden certainly will not bankrupt the industry.

In 1913-14 brewers' profits were only about £10,000,000.

The old game

We are amazed to learn that a consignment of British tanks is being delivered to the Chinese Government this week.

The transaction was discussed, and agreed by the Cabinet on the grounds that if this country did not supply the tanks to China some other country would.

This argument sounds familiar. It was used by Germany in 1914 when she invaded Belgium.

The "scrap of paper" in the present instance is the International Arms Embargo.

"No!"—and means it

We hear that something like £250,000,000 of the new Reparations Loan is to be offered on the London market. France and some of the other countries concerned, would have liked to see a bigger portion of the loan floated here.

But once again Mr. Snowden said "No." He has taken the line that the amount of the loan to be offered for subscription in London shall not exceed the amount of the proceeds of the loan to which the British Empire is entitled.

The total is to be £60,000,000, and £40,000,000 of this is to be raised outside Germany.

If a huge block of this loan had been foisted on the London market at present, British industry would have been drained to help France.

Lifeboats—of the air

We may expect before long to see aeroplanes in regular use as auxiliaries to the lifeboat service. They have already proved their value in this respect.

No. 204 Mountbatten air-squadron recently rescued the crew from a ship on fire in the Channel.

• • •

A few weeks ago a seaplane from Felixstowe helped in the search for the crew of the trawler *Ben Doran*, stranded on Wee Skerries, west coast of Scotland.

It is pleasant to hear of the extension of the humane and useful services which aircraft can render—rescuing, exploring, bringing hospital aid to the backwoods, and destroying insect pests over vast arable areas.

Not down-and-out

Lord Sankey's report on the depressed condition of the iron and steel industry will be presented next week. The Committee has definitely rejected Safeguarding on our shipbuilding and other iron and steel-using trades as likely to be disastrous in its effects.

His light on a depressed industry

It recommends, however, a more vigorous policy of salesmanship, including the creation of a big British steel sales organisation to enable producers to co-operate in penetrating foreign markets instead of cutting each other's throats in competition.

The report will dispel completely any idea that the British steel industry is down and out.

Shipyards plan

A new rationalisation scheme is being fostered by a group of Sunderland shipbuilders, and Dr. Marion Phillips, M.P., is placing it before the Board of Trade.

It is a plan to form a pool which would engage a large number of the shipyard workers threatened with unemployment at the end of the present building contracts.

The pool would purchase ships over twenty years old, break them up in this country, and build new ones to replace them.

Rent safeguard

Investigations are being carried out by the legal experts of the Ministry of Health to ascertain what alterations are necessary in the Rent Restriction Act, which expires next Christmas Day.

These may prove to be extensive, and the enquiry therefore prolonged, but if the facts cannot be elucidated in time to pass the necessary legislation well before Christmas, emergency steps will be taken to continue the Act in operation in its present form for another year.

This will mean that the millions of working-class tenants will be fully safeguarded from rent increases and eviction.

The other way

A French newspaper paid high tribute the other day to the magnanimous attitude of the British authorities towards the Indian rebels.

No wonder: in the next column was a report on the recent disturbances in French Indo-China.

As a result of these disturbances 600 punishments, including fifty-two death sentences, were pronounced, and a native village was bombed from the air, ten people being killed.

Yard's secret squad

Following several notorious police cases in which men accused of obnoxious offences have escaped conviction, police officers have been loath to make arrests.

This has led to a lamentable increase of this particular crime, so the Commissioner, we are able to reveal, has formed a special squad of ten skilled officers to deal secretly with the menace.

• • •

The Secret Ten are drawn from the leading London police divisions.

Working in plain clothes under Inspector Thomas King, of Scotland Yard, the new squad has secured several convictions in the six weeks in which it has been in existence.

If the cap fits

Enquiries are now being made by passport officials as to whether the wives of intending emigrants are aware of their husbands' plans. A letter of approval from the wife is sometimes required.

We see no reason why this rule should be irksome to *bona-fide* emigrants, and we have no sympathy with the protest that is being directed against the authorities.

The precaution is necessary to prevent shirkers leaving wives and families chargeable to the country, and the great majority of emigrants will be unaffected by it.

Will he have to keep it dark?

More hush.

Sir John Hope Simpson is going to Palestine to confer with the High Commissioner on land settlement and immigration. He will return in a couple of months and report to Lord Passfield.

Since there is some uncertainty whether this report will be made public, we will say at once that it should be.

Half the Palestine troubles were bred of secret dealings.

Beaten by science

The tin, rubber and copper groups have failed to raise prices by restricting supplies.

Science has beaten them. Consumers have called in the aid of scientific processes for reclaiming previously used rubber and tin, and have utilised aluminium instead of copper for many purposes.

Prices are lower than they were before.

We hope they have learned their lesson. No group, however big, can in these modern days afford to ignore the rights of the consumer.

In earnest

The women M.P.s are going about their Parliamentary duties better than they did in the last Parliament.

So far this session eleven of them have more than half marks in the division lobby record of attendances.

At the head of the list comes Miss Susan Lawrence, who has nearly full marks, and then in order of merit follow Dr. Ethel Bentham, Dr. Marion Phillips, Miss Jennie Lee, Miss Wilkinson, Lady Cynthia Mosley, Mrs. Mary Hamilton, Miss Picton Turbervill, Miss Bondfield, Miss Eleanor Rathbone and the Duchess of Atholl.

The Countess of Iveagh and Miss Megan Lloyd George—who has lost some marks through illness—are not very far behind.

Any old job

Unemployment is so serious among British shipmasters and officers through their vessels being laid up that no fewer than ten masters have applied for a second-mate's vacancy on a weekly coaster.

The wages offered were £3 2s. 6d. per week.

"IF YOU SEE IT—" *Continued*

. . . *Endeavouring*

Tied to the insane

Mr. Holford Knight, K.C., and those associated with him in the promotion of the Matrimonial Causes Bill, are endeavouring to have all stages of the measure taken this session.

At present there are 15,000 husbands and 20,000 wives in asylums, and 7,000 of the men and 11,000 of the women have been certified for more than five years.

The Bill, which proposes that incurable insanity or five years' detention in a lunatic asylum shall give the other partner the right to sue for divorce, will if it becomes law be a release from bondage for thousands.

Dearly beloved

A good Bill seems to have gone into the Parliamentary pigeon holes.

The Rev. R. M. Kedward, Liberal M.P. for Ashford, proposes that a farmer shall have the right to appeal against his tithe-rent when it exceeds 3s. in the pound on the value of his land.

Tithes weigh very heavily on farmers in these bad times. In recent years they have in some cases been doubled, while the prices for grain have fallen heavily.

Farmers who are sued for tithes can scarcely love the Church.

Too mechanical

Our "Cane for the Schools" article has evoked much support from teachers throughout the country. Many letters stress a point we omitted.

It is argued that teachers should be given opportunities for changing easily from school to school, and even from one town to another. New environment would engender fresh ideas.

At present teachers are dulled by the stagnant routine of taking the same class in the same room year after year.

"Slave-market"

Praise for JOHN BULL was expressed by the Hon. John Bruce, hon. assistant director of the National Society for the Prevention of Cruelty to Children, at the annual meeting of the Central Glamorgan branch.

"Llandilo," he said, "had the unenviable reputation of being a kind of slave-market or exchange for boys from the poor-law or reformatory institutions."

• • •

He then dealt with two cases of alleged cruelty to children which were brought before the Llandilo Bench, and said the cases had been taken up spiritedly by JOHN BULL.

One of the boys was alleged to have been kicked by a cow, "and," remarked the Hon. John Bruce, "JOHN BULL commented that the placid old milker must have been the 'Red Dragon of Wales' to have inflicted such injuries."

Lagging behind

We may win the Schneider Trophy and build war machines that are the envy of the world, but our civil aviation record is pitiable.

The famous K.L.M. Company, of Holland, one of whose machines recently carried the Duchess of Bedford on her record trip to the Cape and back, has decided to start a fast aeroplane service to Australia in October.

By reopening the Holland-Java service, the K.L.M. machines will bring Australia within three weeks of Holland and England.

Why couldn't we have done it?

From the wreck

By the decision of the Appeal Court, seamen are entitled to their usual rates of pay for two months following shipwreck.

This ruling has been given in the "test" cases of the wrecked steamers *Celtic* and *Croxteth Hall* after a year's litigation.

Seamen sign articles to serve for a voyage. Prior to 1925 their wages ceased on the wreck of a ship.

The test cases, which have been amicably conducted between shipowners and the seamen's representatives, have determined an issue of high importance to shipwrecked seamen.

Coughing ships

A life on the ocean wave is a prescription for health-seekers—but not on H.M.S. *Ceres*.

While this ship was in commission on the Mediterranean in 1928, two members of the *personnel* developed tuberculosis, three more were affected in 1929, and the subsequent cases are not recorded.

Is Mr. Alexander, the First Lord of the Admiralty, satisfied that accommodation and conditions on this ship are all they should be? We are not.

Co-op in the House?

Our recent criticism of the Radstock Co-operative Society's accounts has caused a great stir in the West Country.

He can raise some stringent questions

The report of the Investigation Committee will shortly be available, and from what we can gather in advance, it will provide Mr. F. Gould, the M.P. for Frome, in which division Radstock comes, with grounds for raising some stringent questions in Parliament.

From the fact that the Registrar of Friendly Societies visited Frome, a few people gathered that the Frome Co-operative Society was concerned. It has no connection with the Radstock society.

Studying the passenger

Halifax Town Council's cheap tramfare experiment has already scored.

During the first eleven days of charging half the usual rates outside the rush hours, the increased traffic has added nearly £5 to the normal revenue.

Small profits and quick returns should be the motto of private and public traders alike.

Just borrowed!

The utter absurdity of the law relating to "borrowing" motor-cars for joy-rides was well exemplified at Hampstead Police Court last week.

Edward Alexander Wilson, described as a medical practitioner, of Regent Square, Bloomsbury, trotted out the now familiar plea of a foolish joy-riding impulse.

He had bought oil and petrol, and coolly admitted that he decided to drive to Gravesend and abandon the car there. He blandly apologised to the owner.

The Bench dismissed the charge of larceny and imposed a fine for driving without a licence.

If he had held a licence what would have happened?

Occupation's gone

The new Dental Act works roughly on the dental mechanic.

Eli Bowler, of Oxford, after twenty-five years' Army service, was invalided out, and trained in *dental mechanics by the Pensions Board*.

He tried in vain to get his position under the new Act defined by the Dental Board. In the end he was summoned for "practising dentistry."

Luckily the Oxford Bench has sense and sympathy, and dismissed the case. But what is Bowler to do now?

On the tarmac

There are over 50,000 tramps afoot on the open tarmac to-day in this country—many of them genuine unemployed, and suffering the tortures of the damned.

The tramping is bad enough, but the casual-ward is worse. Convicts are far better cared for.

Here is the chance of the new Public Assistance Committees which have taken over the duties of the old Guardians. Let them try to make the casual-wards liveable.

Wake up P.A.C.s and show how much better you are than Bumble was!

Modest

Little Maurice Cook fell off the quay at Poole into deep water. The tide was running; the boy seemed doomed. There was a rush for boat-hooks and to the moored boats, but that would have been too late.

Two male London visitors made to the rescue. The younger pulled the other back, tore off his jacket, dived in, and saved the child. His friend hauled out the youngster, and then the hero.

• • •

In the fuss of attending to Maurice, the visitors disappeared.

Maurice is now as right as ninepence. And the visitors have been seen by the grateful mother. But all they will say is that they are from Streatham.

Well, Streatham should be proud.

For neurasthenics

Navy manœuvres at Spithead, the Army tattoo at Aldershot and the R.A.F. annual pageant are popular parades, showing the efficiency of our national defences.

Scarborough is going one better with a projected marine sham battle.

Gun-flashes are to be simulated on the horizon, and at appropriate intervals detonations will follow, as nearly as possible on the exact sites of the war-time shelling of the coast town.

A lighthouse constructed of lath-and-plaster will be demolished by gunfire.

As the display is in aid of shock cases and neurasthenics, we hope there will not be more new cases than the proceeds will succour.

Coupons

What has happened to Norman Lewis and Co., of 36, High Street, Croydon?

They have been in the habit of broadcasting coupons for football forecasts, and up to a certain date of paying up for correct predictions.

But then payment ceased, though coupons were still sent out.

On enquiry, one creditor was told that the firm had ceased business. If that be so, why did the coupons still go out?

• • •

On the earlier coupons three partners were named: J. W. Barwell, E. N. Dunn, and S. L. Tuck. On the latest only Barwell survives.

Perhaps he will explain.

Too forgiving

The Oldham Health Committee means to make the task of its Pu... Inspector difficult.

Two restaurant-keepers of the ... —names not disclosed ... for having served as ... article containing in ... third and in the other ... fats. The culprits pl... a mistake.

Only two members of the ... —the Mayor, Council... Councillor Andrews ... tion. The culprits ... a warning.

This makes adulte... justice a mockery.

Even a worm—

Common lands, and ... rights of way which m... sible to the public, ar...

He fights for the pedestrian

... drove them from the ... attempts to close such paths are ... strenuously resisted.

Any encroachment on common-... is made the subject of representation to Parliament, and even the Metropolitan Common known as Epsom Downs" is being zealously watched.

The hunted pedestrian has come ...

Two-men trick

Shopkeepers should be aware of a ... trick in "ringing the changes" ... done by two confederates.

One man enters to make a small ... chase. He tenders a pound note ... receives his change.

In a little while he is followed by ... second man, who also makes a ... chase, and pays with a ten-shilling note.

On reaching the door this second man turns round, and ... the shopkeeper whether he has not got used to the change ... currency notes.

Then he insists that he paid with a pound note and quotes ... The number is that of the note presented by the first man.

The trick can be continued ... ting a small private mark ... changed.

Blazing carelessness

In the years from 192... lives were lost from ... 476 were killed in burning ...

An appallingly high ... these were children. ... stance, out of 1,523 lives ... children between one and ...

The total estimated loss ... fires were £88,255,584 ... losses were £15,596,471 ... of £103,852,055 for the ...

Nearly all the fires ... to be due to thoughtlessness.

Another slice

Newbridge Common, ... rey, has for generations ... of air and exercise to the public.

But as a property of the War Department it was excluded from ... nent preservation as an open space ... the local council's town-planning schemes.

Now the War Department has ... ranged to sell it for private building immediately. Mr. Shaw must reconsider this cavalier proposal.

THE GREAT *Depression Myth*

The writer sees to-day a higher standard of living—happier people

by SIR HERBERT SAMUEL, G.C.B., M.P.

THESE are days in which many people feel depressed about things in general. Week after week the newspapers publish the figures of unemployment—a million and a half workpeople, and more, out of work.

Several of our greatest industries are struggling in the trough of depression.

The Chancellor of the Exchequer's Budget shows an immense deficit; tens of millions of fresh taxes are piled upon the overloaded and weary shoulders of the nation. In India the situation is formidable.

And when they look round at the standards of life and of thought that prevail among the people, they see more reasons for gloom.

Jazz music and jazz art; crude films at the cinemas instead of fine drama at the theatres; no greatness among our poets; no power among our orators; sport the only live interest for millions of the population—these, they say, are the features of the times we live in.

The indictment is true. There is no gainsaying it. It is the truth, and nothing but the truth. But it is not the whole truth.

Paid in real money

LATER generations may look upon these very years, in this country of ours, as an heroic period—a period of brave, successful effort in grappling with immense difficulties.

Great Britain emerged from the war sorrowing for the loss of nearly a million dead; called upon to sustain a multitude of widows and orphans and disabled; burdened with a colossal load of debt.

We did not repudiate any of our obligations. We did not do, as all the other States of Europe which took part in the war have done—we did not wipe out our liabilities by depreciating our currency.

We are paying twenty shillings in the pound, and not with shillings brought down to the value of a penny or twopence.

We shouldered our burdens; we restored our currency; we provided for widows, the orphans and the disabled—a charge which still involves a payment of over fifty millions a year.

We have found more than three hundred millions annually for interest on the national debt; and, most remarkable of all, we have provided out of income close upon nine hundred millions towards the repayment of that debt.

At the same time that these vast tasks were being undertaken, the nation set itself, with even greater determination than ever before, to get free from the evil conditions which have degraded the lives of vast numbers of its members.

Closing the jails

BAD housing was among the worst. 1,400,000 new houses have been built since the war.

Ignorance crippled the minds of the people. The standards of education have been steadily raised. The President of the Board of Education told us a few days ago that about 50 per cent. more schools were being built in this country now than at any time in its history.

Drunkenness debased great numbers of the population. Cases of drunkenness in the police-courts have fallen by two-thirds since the war.

The percentage of the population sent to prison has fallen by three-quarters in the last twenty years; nearly half the jails of Great Britain have been closed for want of tenants.

Health has been improved; the general death-rate has fallen by 17 per cent.; the infant death-rate has been almost halved.

The equipment of the country has been extended; our new system of highways is a model to the world; motor services and air services have been rapidly expanded.

There still remain evils grave enough. There is still need of unrelaxing effort. But what has been accomplished must be a source of profound satisfaction.

And if some of our greatest industries are seriously depressed, there are many industries which are highly prosperous. If some of the older manufacturing centres in the North are suffering, spacious new industrial cities are developing in the South.

If cotton in these months is worse, coal, at last, is better. If there are great numbers of people unemployed, it is also true that the number of workers in regular employment in this country is larger than before the war.

If the fall, during recent months, in the price of cotton, wool, rubber, and many other prime products has disorganised industry and discouraged manufacture for the time being, in the long run it will help to restore trade. It will make production cheaper, and therefore sales more extensive.

No war

IF "dear money" a few months ago hampered industry, "cheap money" now is stimulating it.

A manufacturer who wanted a loan from his bankers, on good security, to help to finance his business, had to pay for it last autumn at the rate of 7½ per cent.; he can obtain it now at 4 per cent.

Most important of all, the more far-sighted leaders in many of our trades are making strenuous efforts to bring methods up to date, to modernise the organisation and salesmanship, to "rationalise" the industries.

Fresh difficulties have arisen for us far away in India, but old difficulties close at hand in Ireland, which used to be the constant bane of Parliament, have now happily disappeared.

If here and there the nations, in Tennyson's words, "do but murmur, snarling at each other's heels," the fact remains that, thanks largely to the League of Nations, there has been no war, great or small, between any two countries, anywhere on this planet, since Greece and Turkey ended the last scufflings of the world-struggle seven years ago.

And by the establishment of the League of Nations, our own generation has brought about what is, I hold, the most illustrious event in the modern history of mankind.

Excessive armaments still continue on the continent of Europe, but a new spirit has enabled great and important communities to agree, for the first time, on some measure at least of limitation.

During the last six years not a single new battleship has been built anywhere in the world; it is anticipated that none will be built during the years immediately before us.

The First Lord of the Admiralty has told us that the Three-Power Treaty will save this country an expenditure upon armaments of sixty to seventy million pounds within the next six years.

It is a great age!

THERE may be abuses, in some quarters, in the exercise of freedom. Remember, on the other hand, the immense increase in human happiness that has followed from the emancipation of women, from the striking-off of the shackles of meaningless custom which thwarted millions of lives.

And if there are foolish tendencies here and there in music and the other arts, the fact remains that ten times, perhaps a hundred times, as much great music is heard now, through the wireless and the gramophone, as was ever heard before.

The Italian Exhibition in London, and the multitudes who flocked to it, showed that the best art still makes the strongest appeal. Popular editions of great literature find millions of purchasers.

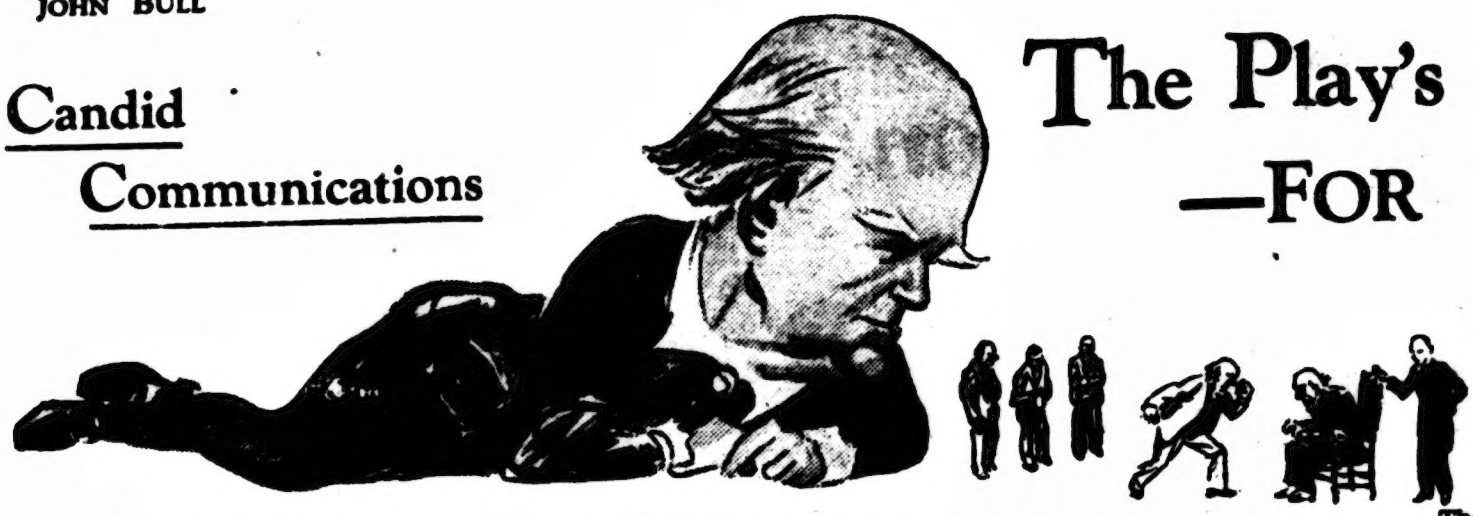
Films of high quality, when they are produced, win general success. If to-day poetry is weak, prose is strong. There are writers now as good as any since the time of Addison.

Last, but greatest of all, in the realm of science our age is supreme. Intellects of the finest calibre have probed far into the recesses of nature; they have explored the depths of the universe and the innermost secrets of the atom.

They have shown the way to a far greater control than ever before in things material; they have opened new paths for the mind of man in the realms of religion and of philosophy.

This is a seething time of thought and action. It is a great age that we live in.

Candid Communications



The Play's the Thin —FOR WORK!

This [illegible] a subject which I have [illegible] bothered [illegible] And at last [illegible] have acte
Six [illegible]companies [illegible] been summoned at London [illegible]uildhall five of th[illegible] with cer[illegible] of their directors [illegible] been fine[illegible]
The fines—varying [illegible] £30 to [illegible] guineas—were not lar[illegible] But t[illegible] are a sharp reminder. And next t[illegible] they may be larger.
A fine bit of work!

JOHN BU[illegible]

A Little Support for the Mock Auctioneers

Firms Forced into the Open

Victim of Divorce

Mr. JOHN GALSWORTHY, O.M.,
Grove Lodge, Hampstead, N.W.

DEAR GALSWORTHY,—Since Hamlet staged that little scene to bring things to a head *re* his late lamented father, there has been no better public use of the drama as the staging of your famous play "Strife" at the Theatre Royal, Huddersfield, while the West Riding trade dispute is on.

It is highly public-spirited of all concerned to aid this peace effort without thought of profit; and, while I appreciate your refusal to accept any fees, you and I will value most of all the decision of the actors and actresses in the cast to take no more than out-of-pocket expenses.

This will indeed be holding the mirror up to nature.

It is natural that your mirror should be used, for you are one of the dramatists who do notice what is going on in the world.

I wish the venture the best of luck. May there be a friendly meeting of the leaders of masters and men on the stage before the week's run ends on May 24!

JOHN BULL.

H.M. KING ALEXANDER,
Belgrade

YOUR MAJESTY.—For shame!

If we did not go to war on behalf of Serbia, at least the Austro-Serbian quarrel was the signal for the outbreak.

And one result of the Allied victory was to free you from the Austrian menace and increase your power.

That you should use your power now to oppress and torture the Croats, a distinct race, though under your dominion, because they desire local autonomy, would be wildly comic if it were not so tragic for the Croats and so shameful to you.

Let there be an end of this! Your torture of the Croat leaders is an outrage to the conscience of Europe.

JOHN BULL.

Captain C. WATERHOUSE. M.P.,
6, Knightsbridge Court, S.W.

GALLANT SIR,—The fact that many years ago you paid half-a-guinea for a watch worth sixpence does not seem to be any reason why you should urge the House of Commons not to try to keep a fool and his money together, as you did in opposing the Mock Auction Bill.

By the same process of reasoning you should repeal all the laws against thimble-riggers, three-card tricksters and confidence-men, and let them sell experience to the unsophisticated with impunity.

That is the logical conclusion of your objection to what you are pleased to call petty interference with trade, but I call curbing cold, calculated frauds.

JOHN BULL.

Mr. BINGLEY,
Marylebone Police Court, London

YOUR WORSHIP,—I think that you might have done more than administer a mild rebuke to the publicity firm which dressed sandwich-men in khaki war-kit to advertise a film.

Of course, it was silly to undertake not to repeat the offence. The stunt has been worked.

Moreover, you omit to say anything about the injustice of applicants to employment exchanges for work being compelled either to accept the job of sandwichmen, with the chance of appearing in the street in any fancy rig-out, from war-kit to Turkish trousers, or to lapse from benefit.

That is grossly unfair.

JOHN BULL.

Sir GEORGE NEWMAN, K.C.B.,
Ministry of Health

DEAR SIR GEORGE,—I welcome your assertion in a recent lecture that "the State cannot usurp the place and duty of the parent in the upbringing and equipment of his child."

Coming from you as Chief Medical Officer of the Ministry of Health, it is an important admission of the necessary limitations of the rights and powers of public departments.

I wish you would impress this on the Board of Lunacy Control and other bodies which I frequently have occasion to criticise on account of the way in which they keep children apart from parents long after any reason for doing so has ceased to exist.

JOHN BULL.

Miss MARIE AVERIL BLAND,
New York

DEAR MADAM,—Aren't they a funny nation! Fancy refusing you the citizenship of the United States because you declare that you would not bear arms in defence of that Power.

You, a former war-nurse, stated that you would be willing to go to the front again, if war came, to care for the wounded. But the great pacifist nation won't have that. *Women must be ready to fight.*

It sounds like a bit out of Gilbert and Sullivan.

But what does Mr. Kellogg say?

JOHN BULL.

The CHAIRMAN OF EXECUTIVE,
Grand Lodge of Scotland, Order of Good Templars

DEAR BROTHER,—In condemning Prince George for visiting a public-house, I think you lose sight of two facts.

The English tavern, where the staple drink is beer, is a very different place from the public-houses in the slums of Glasgow and other Scottish towns, where mixed drinking is the rule.

The ordinary English tavern, still more the *inn*, is, as a rule, a decent place of public resort.

The Prince visited a *model* public-house, run by a clergyman, with the avowded intention of combating those evils which you oppose.

JOHN BULL.

Sir H. P. HAMILTON, K.C.B.,
Permanent Secretary, Board of Trade

HONOURED SIR,—I have great pleasure in noting your act of repentance in the matter of companies which fail to hold their annual meetings.

M[illegible]. A. C. BIRCH,
St. Stephen's Road, Lewisham, S.E.

DEAR SIR,—I think it [illegible] illogical the London County C[illegible]ncil to f[illegible] you to resign your position elementary-school teach[illegible]r because have been divorced.

If the indissolubilit[illegible] of marr[illegible] were rigidly enforced [illegible] or even divorce were still commonly regar[illegible] as disgraceful, it would be anot[illegible] thing.

But when, everywhere but at C[illegible]terbury, the violent br[illegible]up of m[illegible]riage is regarded as at worst a m[illegible] peccadillo, and at best th[illegible] only way of a tragic mistake, th[illegible]ction of L.C.C. is sheer hypocris[illegible]

JOHN BU[illegible]

STRAIGHT *from the Shoul[illegible]*

LORD THOMSON: "Th[illegible]re is no d[illegible]ger of strife between the three S[illegible]vices."

Sheer bunkum! A recent Lords' bate showed that each of the t[illegible] wants to be top dog.

• • •

MR. RAMSAY MACDON[illegible]: "We h[illegible] war called murder. It [illegible] suicide."

Mass murder and suic[illegible] whilst t[illegible] porarily insane.

• • •

SIR MICHAEL SADLER: "One of [illegible] fundamental and most urgent needs Britain at present is a closer relat[illegible] between education and business."

More earning in learning.

Not from the B.B.C.—Dr. James Black, of West St. George's, Edinburgh, intones

HINTS *to* CANDIDATES *for the* CLOTH

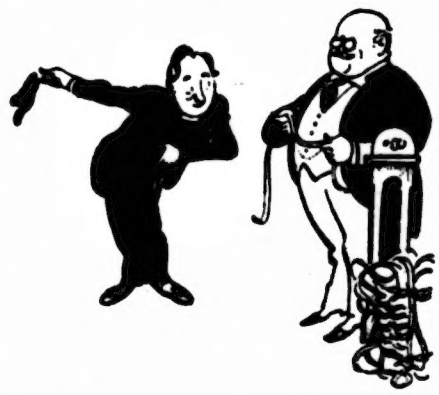
IF you're anxious for to shine
As an eminent divine,
Then I offer you this excellent advice:
Learn the moves of "bull" and "bear,"
And of ev'ry stock and share,
Seek to ascertain the value and the price.

Of theology you should
Learn a little, and it's good
To know something of the Sermon on the Mount.
But these things alone won't pay
If you do not know the way
Jobbers carry on until the next account.

And, further, don't forget
That the rules of etiquette
Are of primary importance in the Church.
Watch the "county folk" with care,
Try to cultivate their air,
Or the county folk may leave you in the lurch.

A recent Open Letter of mine to college professors seems to have caused pained surprise, because I suggested that students in theological colleges should study at (a) the feet of a stockbroker, (b) of a lady of breeding—the former to lecture them on how to invest money and the latter to instruct them in manners.

Some people quote the story of the money-changers being driven out of the temple and talk at large about worshipping Mammon; while the proposal for



hints in deportment has provoked comments that a labourer in the Lord's vineyard should be above such worldly considerations.

But surely it is desirable to secure the adherence to the Church of Persons In Leading Positions? And how can a clergyman who is not familiar with the niceties of social usage be expected to do this?

The parson who behaves nicely is more likely to end up well than the ignoramus who is doubtful as to which wine should be served with grouse, and has been too busy studying theology to devote proper attention to Debrett.

Nor need the speculations of a parson be confined to theological speculations.

It may be more difficult for a rich man to enter the king[illegible] than for a camel to p[illegible] eye of a needle; but I [illegible] any command against [illegible] catching the eye of Th[illegible] with a view to acquiri[illegible]

Idealism is a fine thi[illegible] not live on ideals.

When you first don the [illegible] young man,
You may have of no[illegible] For rebuilding the wo[illegible] better plan,
And filling each long[illegible] Then you dream of th[illegible] mons you'll preach
And the world-shaking [illegible] deavour to teach.

Later on, if your dream[illegible] —nothing more—
Those hours when yo[illegible] The "Lives of the S[illegible] come to deplore,
And wish you had s[illegible] The Stock Exchange [illegible] volumes designed
To teach us just how [illegible] refined.

Religion is still your fo[illegible] But the needs of you[illegible] Demand that you find [illegible] panies pay
Good dividends ev'ry h[illegible] While a knowledge of et[illegible] and form,
Will brighten your path [illegible] the storm.

The Battle of the B's

"He has manœuvred Mr. Baldwin into a corner"

Watching the looming cloud of trouble

by A. G. GARDINER

WHATEVER other conclusions may be drawn from the Fulham election, I do not think it can be denied that it is a score for Lord Beaverbrook in his duel with Mr. Baldwin for the dictatorship of the Conservative Party. Lord Beaverbrook's friend and backer, Lord Rothermere, has indeed gone so far as to declare that Mr. Baldwin has received his "K.O." and has handed the Party crown, with the compliments of the *Daily Mail*, to his colleague of the *Daily Express*.

He has long nominated him for the throne and has now commissioned him to assume the purple, dictate his policy and choose his Ministers in readiness for office.

But Lord Beaverbrook's bottle-holder is a little too hasty and impetuous. He is allowing his personal feeling towards Mr Baldwin to outrun his judgment.

Mr Baldwin has wounded Lord Rothermere's *amour-propre*. He has refused to take that great man into his confidence and shape his policy according to the wisdom of the *Daily Mail*.

War to the knife

That is an unforgivable insult to the House of Harmsworth, and, food taxer or no food taxer, Lord Rothermere is determined to destroy Mr. Baldwin. Whether he succeeds depends on how far the Conservative Party accepts the view that it is an instrument of the press magnates of Fleet Street, and that it owes no loyalty to its official leaders.

But it cannot be denied that Mr. Baldwin is drifting into an impossible position and that Fulham has aggravated his case. It is probable that the impending election at Nottingham will add still further to his perplexities.

The issue between him and Lord Beaverbrook is summed up in two words—"Food taxes." The Protectionist cause stands or falls by that acid test.

Chamberlain, in his Tariff Reform crusade a quarter of a century ago, frankly recognised this. He boldly declared for a tax on food and was beaten.

Like a hot brick

Mr. Baldwin, who is as convinced a Protectionist as Chamberlain was, revived the policy twenty years later and suffered as complete a defeat.

He took the lesson to heart. He came to the conclusion that the British electorate were implacably hostile to food taxes, and as he did not want to condemn his Party to perpetual opposition, he dropped whole-hogism and fell back on the policy of undermining Free Trade by safeguarding duties, M'Kenna duties and similar expedients.

But the weakness of his position is that his Party is Protectionist to the core. It always has been.

This is the basic fact that Lord Beaverbrook has exploited. Whether he shares Lord Rothermere's feeling towards Mr. Baldwin I do not know.

But he is ambitious, energetic and, as the owner of newspapers, powerful. Like Chamberlain, he has boldly adopted the food taxes from which Mr. Baldwin shrinks.

But he has skilfully camouflaged them under the cry of "Empire Free Trade." Being an extremely astute man, he knows, as we all know, that this is gammon.

An astute move

We admit the products of the Dominions, as we have always admitted them, free of protective duties; but the Dominions have always taxed our manufactures, and tax them to-day more heavily than ever.

There is not a representative statesman in the Dominions who has said one word that Lord Beaverbrook can quote as indicating that "Empire Free Trade" is in their minds.

There is hardly one who has not intimated that it is an idea that the Dominions would not discuss.

But the cry has enabled Lord Beaverbrook to raise the standard of food taxes as an Imperial problem. In so doing he has manœuvred Mr. Baldwin into a corner.

Mr. Baldwin is against food taxes because he is convinced the people of this country won't have them. He knows that Empire Free Trade is a sham because the Dominions won't give us free trade.

In his difficulty he has temporised. He has said that if the Dominions will agree to Empire Free Trade he will submit the question of food taxes to a referendum of the electors.

This concession, made to side-step the whole issue, has been seized on by Lord Beaverbrook to stampede the Party. He converted the Fulham election into a food-tax election, and neither the candidate nor Mr. Baldwin dared repudiate him.

In winning the election, he has nailed food taxes to the mast, and has dictated the issue of the next General Election. Mr. Baldwin is in a quandary.

It would seem that either he must drop his referendum and surrender to Lord Beaverbrook, or he must stick to his referendum and see the Party following the Beaverbrook banner of whole-hog Protection, food taxes and all, and no referendum.

What will be the outcome of this struggle remains to be seen. It depends on which horn of the dilemma Mr. Baldwin chooses to be impaled.

But that the stage is being set for another historic battle on Protection is clear.

The result of the battle turns upon the relations of Liberalism and Labour. If they establish some *modus vivendi* and avoid cutting each other's throats in the constituencies, I do not think the result is in doubt.

The Protection issue always acts like a trumpet-call to the Liberals, just as it does to the Conservatives, and brings even their waverers to the poll.

Labour is less united on the subject, for the appeal of Protection is to particular industries; the appeal of Free Trade is to the consumer. But, on the whole, Labour is emphatically against Protection.

And the relations of the two Parties to-day are more cordial than they have ever been—witness the luncheon-parties of the leaders summoned to find a common basis of action on the Protectionist challenge.

It is suggested in the *Daily Herald* that the figures at Fulham showed that the Liberals had supported the Protectionist candidate rather than the Labour candidate. I do not take that view.

The five million

But even if it were true, I should attach little importance to it. For nothing is more certain in the fluid politics of these days than that in a General Election fought on a straight Protectionist issue, the Liberal vote will go solidly for Free Trade, regardless of the candidate.

That, as Mr. Baldwin knows, is the governing fact of the situation. For though there are few Liberals in the House, there are, as even the last election showed, over five millions in the country.

Homely Wisdom — by CANON R. J. CAMPBELL, D.D.

Why You Are Here

IN my home of late we have had the pleasure of entertaining a veteran world-traveller who has met and talked with nearly every prominent leader of men on this planet during the past half-century.

When a young man he visited Samoa and made the acquaintance of the great writer Robert Louis Stevenson.

Stevenson was very ill at the time and nearing his end. He suffered much, and, what was unusual with him, gave way to despondency both in regard to himself and the worth of life.

Being in great pain one morning, he said sadly to his visitor: "I cannot see the slightest reason why I was ever created."

Shortly afterwards a mail-steamer arrived and Stevenson's letters were brought up to him.

AMONG them was one from a group of young people in England telling the great author how he had helped them to appreciate beautiful things and noble deeds, and how his own personal courage in meeting adverse circumstances and chronic ill-health had been to them a high example of manhood.

Stevenson was deeply moved as he read, and presently handing the letter to the caller said, with a tear coursing down either cheek: "After all, there does seem to be a reason why I was created."

The natives of Samoa asked his permission to call him their father, because of their admiration of his character, and when he died they bore his body on their own shoulders to the lofty hill where it now lies buried.

There may be a reader of these words feeling like poor Stevenson that he can see no reason why he was ever called into existence.

EVERYTHING has gone wrong with him; life has been one long struggle with little to show for it; hope after hope has been disappointed, and to-day the future seems all dark.

No man can keep going long in such a mood as this. Either he will become flippant and cynical, or he will lose heart, collapse in spirit, and cease to count in his corner of the world.

I would say then to any such person: You are entirely mistaken in thinking your life devoid of meaning and value.

Believe in yourself and your destiny. Take hold of life with both hands; you can make a fine thing of it or a mean one. And your worth to the world is to be measured less by your outward gains than by what you are.

A Shameless Swindler

ANTIQUE DEALER'S BRAZEN FRAUDS

Weekly Informations from SIR WYNDHAM CHILDS

Mr. Amor, the Queen's antiquary, inspecting the famous "Lord Dudley vases." Earwicker won't get these!

I DO not suppose there can be a more shameless swindler at large to-day than a certain Charles W. Earwicker, who is victimising antique-dealers all over the country.

Charles W. Earwicker is a man of about thirty-five, whose dignified and reserved manner offers no indication of his true character.

Only the other day he drove up in his car to the establishment of an Exeter antique-dealer, and, exhibiting a billhead inscribed "E. Earwicker, Fine Art Dealer, Pall Mall, London, S.W.," explained that he was on a business tour of the Western counties.

He spent some time examining a number of curios, some of which he set aside as possible purchases.

* * *

All the time he chatted pleasantly of the various antiques he had picked up in other towns he had visited during his tour, and even produced some of the receipts.

Finally, when his present purchases had been decided upon, he asked that they might be carefully packed so that he could take them with him in his car, and tendered a cheque drawn on the Regent Street branch of a well-known bank.

When he drove away he intimated that he was bound for Cornwall, where he hoped to pick up further bargains.

The Exeter dealer did not realise the significance of the word "bargains" until some days later, when the cheque was returned dishonoured.

* * *

He at once wrote to Earwicker at Pall Mall, only to learn that he had not been known at that address for nearly two years.

I am sorry to state that this is only one instance of many in which this man has defrauded honest dealers.

One of the stories he sometimes tells is that he is buying for Continental collectors, in which event he usually produces a passport as evidence of his frequent trips across the Channel.

Two recent victims are to be found at Lincoln, where Earwicker acquired, amongst other things, an embossed cream-jug of eighteenth century design, a rat-tail spoon dated 1721, and a number of old prints.

All the dealers have to show in return are two dishonoured cheques.

One of this touring rascal's biggest coups was effected last year at Newport Pagnell, where he acquired oil-paintings, engravings, old coins, antique jugs, and numerous antique watches, to the total value of £811.

Earwicker is constantly on the move, and his dishonoured cheques keep cropping up in one county after another.

A Leicester dealer has one for £42, with which Earwicker cleverly obtained a pair of bracket-clocks.

Newcastle-on-Tyne is another centre in which he has operated with similar success.

* * *

Of his Continental trips I cannot speak very fully, but I know of at least one picture-dealer in Brussels from whom Earwicker obtained certain goods with yet another of his worthless cheques.

Nor are his victims confined to antique-dealers.

A tailor in Bridport is the sorry possessor of a dishonoured cheque for £16; a Southsea outfitter has one for £25, and a Chester firm of bootmakers also regrets its dealings with Earwicker.

My readers may well wonder how it is that this man has enjoyed such a long and successful career of fraud.

I confess that I marvelled at this myself until I became aware of the truth, which stamps Earwicker as one of the most despicable rogues alive.

Charles W. Earwicker is the son of a man who was known and respected in antique circles for years and against whom there was never a word or suggestion of anything but praise.

When this worthy dealer died two years ago he left his son a dual legacy—an established business and a reputation second to none.

His unworthy son carried on the business for barely a couple of months. Then he resorted to a life of trickery and fraud, shielding his perfidy behind his dead father's honoured reputation.

"Someone has been ... name in vain."

By WALLACE *Bled!*

MR. EDGAR WALLACE is the only genuine Turf prophet of that name. But someone has been taking that respected name in vain, and thousands of backers would willingly forfeit their next winnings for the pleasure of a brief private talk with the imitator.

Who the other Wallace is we do not know. Not satisfied with that quite good cognomen, he adopted also at one go the names of Covenden, Mortimer and Baxter.

* * *

He used them according to circumstances.

In one he was the proprietor, in another the general manager, and in the third the general secretary of a company called the Southern Publicity Agency.

This was no mean organisation—according to its tasteful notepaper, elegantly edged in royal blue.

It was composed, so correspondents learned, of advertising experts, bill-posting contractors and the like; it specialised in film and theatrical publicity and the reorganisation of business methods, and owned sites all over the south of England.

But it must have been the shortest-lived company in commercial history.

It survived for exactly one minute 43 2-5 seconds—the time taken to cover the course by the winner of a recent important horse-race.

The multiple personality behind the business, call him Covenden, Mortimer or Baxter, as you wish, took a suite of offices for a long period in New Cross, S.E., on the eve of a big handicap race a few days ago.

He furnished it with a table and a chair, and borrowed a typewriter.

Then he had an interview with a printing company, and ordered enormous quantities of literature, which were despatched by post and train to every part of Britain.

The public was informed that Wallace's Racing Information Bureau had come into existence, and at half-a-crown a time it was to give the winner of the handicap to every punter in the land.

The horse was a racing certainty, and, if fitness, weight, jockeyship and good intentions meant anything, it was announced, it would be leading the field at the judge's box by the distance of a street.

* * *

Never was there such a publicity campaign about a horse.

Letters were broadcast to newsagents, great orange posters boosted it up and down and across the country, and agents everywhere were to sell its name for the modest fee of 2s. 6d. and to remit the money to the offices in London.

Telephones were laid ... to get the last word ... stables.

A corps of cyclists ... London to carry the ... animal to the post-offic... stations for circulati... kingdom.

It was contained in ten ... of dainty envelopes bef... horse, each of them w... Wallace.

* *

The money came in. ... Publicity Agency waited ... the result, and the lan... telephone people, courie... for payment of the mon...

A buzz on the t... through came the result ...

Mr. Covenden-cum-M... Baxter wrote a letter t... informing them that ... north to collect the m... them by Mr. Wallace.

He took his hat from ... told his landlord that ... out for a few minutes. ... lost his memory since th...

The horse finished nowhere.

Film Beauty Contest Scandal

Capt. G. J. Banfield produces for British Filmcraft Productions, Ltd.

The "Hoo Ray Kids"—Johnny Common ("Specks") in blinkers and straw hat)—whose tragic story we tell here

THE romance and gaiety associated with the film world has always presented a lure to countless unsophisticated girls, to whom the false glamour suggests a pleasant path to fame and fortune.

The blunt truth, however, is that only the rarest chances are open nowadays to untrained girls whose good looks represent their sole qualification. Thousands of highly competent artists are to-day out of work, pathetically haunting the studios at Elstree and elsewhere, willing to play any part for a guinea or so a day.

Yet there are certain producers who still organise film-beauty competitions to attract young aspirants, notwithstanding the fact that they have long been frowned upon in leading kinema circles.

One of these is a Captain George J. Banfield, a director of a concern called British Filmcraft Productions, Ltd., of Imperial House, Regent Street, London.

Hundreds attracted

Captain Banfield, who is not unknown as a producer, announced some time ago that this company would offer certain prizes—the first of which was a £500-a-year contract—to successful applicants of a "voice and personality test."

British Filmcraft Productions launched this scheme with a broadside of publicity, the result being that hundreds of "talkie" aspirants of both sexes were attracted from all parts of the country.

Arrangements were made for applicants to appear in due time to take part in the magnificent Metropolitan Cinema in London, where a [illegible] led a young Kensington girl, Miss Molly Edmunds, being selected as the winner.

All the hundreds of unsuccessful competitors are anxiously awaiting particulars of the film in which they are to star.

Although this competition of a contract in such romantic circumstances may awaken envy among film-struck folk, we fear that Miss Molly Edmunds' triumph—if triumph it can be called—does not portend many golden prospects for the immediate future.

For the finances of British Filmcraft Productions, Ltd., are in a most parlous state.

Creditors on all sides are pressing for moneys long overdue, while at a meeting of profitless shareholders held at Chichester House the other day some highly disturbing admissions were made.

The latest £500 film star competition winner—pretty Molly Edmunds

No marketable pictures have been produced for over a year, and Mr. George Pearson, a director of the company, had to admit that conditions were so bad that there was no cash available for the staff's wages.

As the company was entirely without any ready cash, he himself had found the money for the last month's wages, while for three months prior to that, Captain Banfield, who is stated to have had no salary for nearly a year, had to run round almost every week to raise sufficient to pay the staff.

What use, then, is the £500 contract presented by this company to the pretty winner of this "talkie" competition?

If it cannot pay its staff, let alone competent artists hungry for work, what hopes are there for an inexperienced and unknown girl?

This is not the first time the name of British Filmcraft Productions has figured in undignified competitions of this kind.

A nineteen-year-old Manchester chorus-girl, named Miss Margaret Lees, was boomed in the provinces about three years ago as the "£100-a-week Film Girl."

She was touring under the wing of the then managing director of the company, and was supposed to proceed to America to star for three years.

Miss Lees never crossed the Atlantic. Her triumph lasted only throughout a publicity campaign, and she finished, not as a film-star, but as a girl with broken hopes.

At the time, Captain Banfield repudiated all connection with this appalling fiasco, and informed us that the promoter, although he was the managing director of the company, had acted on his own initiative, and had since been asked to resign.

The fact that Captain Banfield took such commendable action indicates that he then objected very strongly to this class of competition and the resultant publicity.

What, then, has caused the captain's present change of attitude—particularly since such contests are now deprecated more than ever in all reputable film circles?

But that is by no means the end of this sorry story.

Mr. George Pearson, who, as we have said, is a colleague of Captain Banfield on the Board of British Filmcraft Productions, Ltd., is also managing director of another film company called British Screen Productions, Ltd.

Petered out

This is also in a very bad financial position, and only last week creditors jointly involved to the extent of £12,580 applied to Mr. Justice Eve for a compulsory winding-up order.

Yet the directors still hope to save both concerns by an amalgamation scheme that has been severely criticised by some of the shareholders.

The name of British Screen Productions, Ltd., has also been involved in a stupid competition which petered out miserably to the disappointment of its winners.

Some time ago an American child-actor, known as "Jackie Hoo-Ray," otherwise "Freckles," came to this country with his father, Mr. Ray, for the purpose of producing, with a number of suitable British children, some all-child, "Hoo-Ray" comedies.

In conjunction with British Screen Productions, Ltd., Mr. Ray toured the country seeking child "stars."

At Belle Vue, Manchester, 250 boys and girls were gathered together one evening, and paraded before a "movie" camera in a local kinema.

Five-years' contract

A poor widow's ten-year-old son, Johnny Common, of Norfolk Street, Ardwick, was the lucky winner, and, following a tremendous amount of ridiculous publicity, was given a five-years' contract, which was signed by Mr. George Pearson, of British Screen Productions.

Johnny Common, who was nicknamed "Specks," was to be paid £10 a week under this agreement, and appeared in three child comedies produced by British Screen Productions.

Out of his salary, £5 was to be stopped and paid to the Prudential Assurance Company to provide an endowment for him at the age of twenty-one.

For a time all went well.

Presently, it appears, Mr. Ray took the children under his personal wing, and subsequently left Johnny Common and a number of other children without their wages.

Mr. Ray, indeed, one day sent the children home with a message to their parents that they would shortly be required to "star" in Paris.

That is the last they heard of him.

Saddest shock

When Johnny's mother approached Mr. Pearson, to whom she looked for guidance, since the five-years' contract had been signed by him, she received a sadder shock still.

Mr. Pearson pointed out that, although the boy was still under contract with British Screen Productions, their responsibility had ended.

Mrs. Common thereupon wrote for a fuller explanation, which brought a most extraordinary letter from Mr. Pearson.

"The real truth of the matter," he wrote, "is that we were so 'fed up' with Mr. Ray, ourselves, that we refused to have anything more to do with him, and because he said he could give children work, and we knew we could not, we allowed him to have the contracts."

In other words, although Mr. Pearson's company had entered into the contract with Johnny Common for five years, it ended its responsibility by transferring it to a man with whom it had become "fed up."

Ray flickers out

The last letter Mrs. Common received from Mr. Ray had assured her that the Prudential Assurance Company would be writing to her within a few days, but nothing had transpired.

Mrs. Common next wrote to the Prudential Assurance Company with regard to the matter.

The reply from the company took Mrs. Common no further, because it did not even know where Mr. Ray was to be found and had been trying in vain to get in touch with him.

Back in his native America, Mr. Ray is able to ignore the clamouring appeals now being made for him here, and to forget the plight of the children he was supposed to lead to stardom.

Film competitions of the kind we have indicated, whether they aim at discovering child or adult "stars," should be stopped.

WORLD-IMPORTANT HEALTH DISCOVERY

"Beltona"

Brand Lotion

Heralds the Dawn of a New Day for all with Joints Locked by

ARTHRITIS, RHEUMATISM, GOUT,

or disabled by LUMBAGO, SCIATICA, NEURITIS, and SIMILAR DISORDERS.

READERS OF "JOHN BULL" TO BENEFIT AT ONCE.

Special Arrangements have been made for "John Bull" readers to try

FOR 1/- ONLY

This Wonderful New Remedy by sending the Form Below.

AMONG the remarkable discoveries of recent years, very few are likely to be remembered with greater gratitude in thousands upon thousands of homes than "Beltona" Lotion, the amazing lotion which has begun a new era in the Treatment of Arthritis and all Rheumatic and inflammatory conditions.

Mr. E. Belton, the discoverer of BELTONA LOTION, the remarkable New Remedy for Arthritis, Rheumatism, Neuritis, Lumbago, etc.

Discovered by Mr. E. Belton, of Hoddesdon, Herts, it has already been through the ordeal of an exhaustive trial in many exceptionally severe cases of Arthritis and other painful and disabling disorders of the joints, muscles and nerves. And it has come out of that ordeal triumphantly.

Joints locked for years by Arthritic accumulations have been freed. Men and women who have resigned themselves to being rheumatic cripples for life can walk unaided. Swollen and distorted hands, feet and limbs have returned to their normal size and shape.

SINKS DEEPER AND DEEPER WITH EACH APPLICATION.

The explanation of this extraordinary success in cases so hopeless that doctors and hospitals have given them up as incurable is to be found in the astonishing penetrative powers of "Beltona" Lotion. It soaks into the tissues almost as easily as ink into blotting paper, sinking deeper and deeper with each application, until it reaches the deepest-lying seat of pain and inflammation.

GETS RIGHT TO THE ROOT OF THE TROUBLE.

"Beltona" Lotion thus attacks the trouble at its source, and joints that were locked by arthritic deposits work as easily as a well-oiled hinge the cramped muscles regain perfect freedom of movement the tortured nerves no longer cry out in pain. All this is proved by the voluntary testimony of thousands of men and women throughout the country who feel it their bounden duty to tell others what marvellous works of healing "Beltona" Lotion has achieved in their own cases.

THE LETTERS WHICH ARE REPRODUCED HERE HAVE BEEN COMPARED WITH THE ORIGINALS BY A JUSTICE OF THE PEACE AND CERTIFIED AS GENUINE COPIES OF PATIENTS' OWN REPORTS.

4,000 LETTERS HEAP PRAISES ON "BELTONA" LOTION.

The remedy that is Restoring to Use Hands, Feet and Limbs Crippled for Years.

Every reader of these columns who is suffering from any type of Rheumatic ailment, or stiff, painful, swollen and inflamed joints or muscles, should carefully study the remarkable letters which we are privileged to publish for the benefit of readers of "John Bull." They are typical of nearly 4,000 entirely unsolicited letters heaping praise upon "Beltona" Lotion for its amazing work in restoring to use hands, feet, and limbs crippled for years.

DISCARDS BATH CHAIR & WALKS UNAIDED

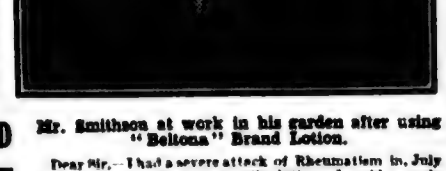
MISS H. BOUCHER.

23, Highfield Street, Hatton, Portsmouth, Hants.

Dear Sir,—I am writing to tell you of the great benefit I have found in using "Beltona" Lotion. I have been a great sufferer from Rheumatoid Arthritis for two years and six months and had it practically in every joint. At times I was in great pain and could not sit or stand any time and had to be taken out in a Bath Chair. I have tried several remedies, but with no lasting results. I was almost beginning to give up all hope when I saw your advert. of "Beltona" Lotion, and I decided to give it a trial, and I am very thankful to say I am able to walk out without the aid of a stick, and I shall always recommend "Beltona" Lotion to anyone suffering from the same complaint. You are at liberty to use my letter, also my name, hoping it will benefit other sufferers.—Yours truly.

Miss H. BOUCHER.

UNABLE TO WALK OR USE ARMS. CAN NOW WORK IN GARDEN.



Mr. Smithson at work in his garden after using "Beltona" Brand Lotion.

Dear Sir,—I had a severe attack of Rheumatism in July 1928, and had to give up my daily duties. I could scarcely walk and was quite unable to dress myself and could not use my arms.

I sent for "Beltona" Brand Lotion, and after one or two applications obtained relief. I continued using it with wonderful benefit and am pleased to say I am practically my normal self again, and thankful for what "Beltona" Lotion has done for me, and you will see by the enclosed photos, I am now able to work in my garden.

J. H. SMITHSON.

HELPLESS & BEDRIDDEN FOR FIVE YEARS, KNEES LOCKED TOGETHER, NOW WALKS, THANKS TO "BELTONA" LOTION.

23, Falmouth Chambers, Falmouth Road, S.E.

March 28th, 1930.

Dear Sir,—Five years ago I was taken ill with Pleuro-noided Arthritis, and as the time went on I lay a helpless and bedridden wreck, crying in agony. I had to be fed with a spoon, also a feeding cup, and my doctor said nothing could be done for me. I was taken to seven different hospitals in ambulances, including two visits to Spas. Even so, the doctors and specialists could do nothing for me, but I had to return home a hopeless case, only to be recommended for an incurable home. To-day I am a living testimonial for "Beltona" Lotion. Friends are amazed at my progress. Others also are a witness. My hands were closed, drawn and contorted, and my knees were so locked that not even a sixpence could be put between them. I can now write this letter freely. Most miraculous of all, I can now rise from my bed after five years, and am starting to walk. I urge any poor sufferer to give "Beltona" Lotion a trial, but after such a painful ordeal I feel there is really something to live for, although I prayed to die. If any sufferer would care to write me personally I should be only too pleased to let them know what "Beltona" Lotion has done for me. Yours very gratefully,

(Signed) AGNES BONNIWELL.

Certified by the Vicar of St. Matthew's, New Kent Road, S.E.1.

EX-POLICEMAN'S REMARKABLE SUCCESS WITH "BELTONA" LOTION AFTER EVERYTHING ELSE HAD FAILED.

EX-P.C. STEVENS.

King's Wood,

Bristol.

Dear Sir,—I had been suffering from Sciatica in my right leg and tried five different Liniments, but none of them was any good for my complaint. I wrote for a bottle of "Beltona" Lotion, carried out your instructions, and in about half-an-hour after the first application I could walk quite well and raise my foot off the ground, the pain had practically gone.

ALFRED STEVENS,

Ex-P.C. Gloucester Police.

BELTONA BRAND LOTION is obtainable practically at all chemists, including Boots, Taylors, Timothy White's, Needham's, Squire's, etc. Price 3/- and 5/- (Double Size) per bottle. Should your chemist not stock it, you can obtain it direct by sending P.O. for 3/- or 5/- (postage paid) to BELTONA, LTD. High Street, Hoddesdon, Herts.

Orders for Irish Free State to Victor E. Hanna, M.P.S.I., 67/70, Lower Mount St., Dublin, C.8.

In order to give sufferers an opportunity of testing this wonderful lotion, BELTONA LTD. have set aside 20,000 Trial Bottles, and any reader can obtain one of these special Trial Bottles by completing and forwarding at once the form below, together with P.O. or stamps for 1/-. NOTE.—No proprietary right is claimed in this preparation apart from the registered trade mark "Beltona."

FILL IN AND POST AT ONCE THIS SPECIAL FORM

for Generous Trial Bottle of "Beltona" Brand Lotion and Free Book telling how this remarkable Remedy Unlocks Arthritis and Rheumatic Joints, etc.

To BELTONA, Ltd. (Dept. J.B.), High Street, Hoddesdon, Herts.

I am suffering from.....

Please send me Generous Trial Bottle of Beltona Lotion, and the Free Book.

NAME .....

(Mr., Mrs., or Miss) PLEASE PRINT IN BLOCK LETTERS.

ADDRESS .....

COUNTY .....

I send P.O. / *Stamps for 1/- to cover postage, packing, etc.*

Summer Tweed Coat

1/6 NOW

YOURS TO-DAY 5 MONTHS TO PAY

The last word in style, this beautiful coat conforms with the very latest modes. Made in fine quality summer tweed in new season's pretty mixtures. It has smart stand collar, dainty gauntlet cuff, belt and pocket pipes with contrast material to blend prettily with the fabric. Lengths: 38", 40", 42", 44". O.S. (giving 4" hip measurements): 42", 44", 46". O.S. 2/6 extra. COLOURS: Fawn, Heather, New Blue, and Grey Mixtures. For only 1/6 deposit, with 6d. for part postage, this coat is sent immediately on approval. No more to pay for a month. Monthly instalments, 3/6.

LADIES' COATS: Write for our illustrated list. NOW READY.

J.B.1. BARGAIN COUPON. Tweed Coat No. 9[illegible]

Please send me on approval ... Size..... Colour.....

Please indicate with "O.S." if ... and give bust and hip measurements.

I enclose 1/6 deposit, together with ... part postage and agree to pay the balance in one sum or instalments of 3/6 per month. If I am dissatisfied and return the coat immediately unworn you will refund my deposit. I enclose with this coupon my name, address and Postal Order for ... Post to:—

John Sterling

Sterling Value for your Money

Triumph House, Regent Street, London, W.1

A NICE FUR

lends charm and distinction to the wearer. Our Fur Department offers Furs at lowest prices on Easy Terms. Only small payment required with order, and monthly payments afterwards if satisfied. Write for catalogue of all favourite varieties. Collarettes Five Guineas upwards. Fur Approval. 30 years character for straightforward trading.

J. G. GRAVES LTD. SHEFFIELD

45/- SUITS FOR 19/6

Great Whitsun Offer

CASH REFUNDED IF EVERY 19/6 SUIT NOT HONESTLY WORTH 45/-

To the first three hundred John Bull readers who apply we will supply one of our noted 45/- Gent's Suits for merely 19/6, no more to pay, or Boys' Suits from 9/11. This offer is not a catch. It is a genuine effort on our part to get readers to talk about our wonderful value. Bear this well in mind, readers. If for any reason you do not consider the suit supplied for only 19/6 honestly worth every penny of 45/- return it and we will refund your 19/6 together with 1/- for your trouble in sending. Remember this Whitsun offer is open for a few weeks only. The first three hundred applicants only will secure these bargains. Don't send money now, but see what you buy.

Send for FREE PATTERNS. Send a postcard for big range of fine Yorkshire Tweeds and Worsteds, fashions, and easy self-measure form to—

M. THOMAS & CO.

14, Pitlake Bridge, W. Croydon, Surrey

Catarrh BRONCHITIS, ADENOIDS, TONSILS &c

can be successfully treated at home by my method. Allow no operation to touch throat before reading my book. Enclose 1½d. for postage. Consultation Advice 'Phone: Holborn 2150.

Lt.-Col. Kynaston

Room 2,17, New Oxford St., London, W.C.1

Lose your Rheumatism by using Dr HUNTER'S GOUT & RHEUMATIC POWDERS

Of all Chemists at 1/3 & 3/-

HUNTERS' POWDERS

HOME COMFORTS

CARPETS, Rugs, Lino, Curtains, Beds and Bedding, Sewing Machines, Dinner Services, Sheffield Plate, Wireless Sets and Stands and Bedding, Sewing Machines, Piece Goods, etc. Reliable qualities, Cash or Easy Terms, most favourable prices. Cash Refunded if not satisfied. Write for Catalogue you want, free. 50 years reputation for straightforward trading.

J. G. GRAVES LTD. SHEFFIELD

Women's BAD ADVICE BUREAU

A NUMBER of women are at present touring the country delivering lectures to members of their own sex on such subjects as: "What it is ...ting You to be Ill" and "The ...blem of Nervous Breakdowns."

Most people are interested in health, ...d the fact that these lectures are ...e to all women ensures a strong ...endance at every town visited.

Moreover, the lecturers are all excel... speakers, their eloquence suggest... that they possess a profound know... ...ge of medical matters.

But, in spite of their seeming high... ...dedness, we say at once that they ...e really more concerned with in... ...sing the sale of certain quack ...edies than anything else.

They are the emissaries of a concern ...led the British Viavi Co., Ltd., of ...ford Street, London, which is a ...ck establishment of American ...gin.

These free health lectures are a ...ple form of publicity.

Already the British Viavi Company ...e being frowned upon in advertising ...cies, but things can be said on the ...ture platform without the proof ...essary in an advertisement.

Impressionable women and girls are ...dy to come away from one of these ...tures imagining that they are suffer... ...g from untold ills and that the ...rious Viavi specifics offer their only ...pe of health.

Let us consider the case of a young ...l who recently called at the London ...adquarters of this concern for a ...nsultation.

She was received by two women, ...d about eighty and sixty respec...ly, the former of whom decided to ...terview her first.

At the outset she was required to fill ...an application form "For Women," which covered about 150 questions, many of which were too intimate to be detailed here.

The form occupied three pages of foolscap paper.

The enquirer's condition was not improved when her elderly "adviser," who gave the name of Miss Glassford, produced a large book of coloured plates depicting various misplaced organs of the human body.

Gloomy talk

For over an hour Miss Glassford talked gloomily of symptoms and abnormalities, by which time the girl was reduced to such a state of depression that she hardly knew how to control herself.

Miss Glassford, while boasting no medical qualifications, showed her contempt for doctors by saying that an operation for appendicitis which the enquirer had undergone some years previously had caused "all the present trouble."

Then there was an unpleasant demonstration of further coloured plates.

Yet the girl was not personally examined.

"Poor girl," concluded the adviser, "now you see how necessary it is that you should start treatment as soon as possible."

She then handed over the girl to the other elderly lady—a Miss Minorgan, for an estimate of the cost of that "necessary" treatment to be prepared.

In doing so she made a present of some free advice to the effect that a light hat, in colour *and* weight, should be worn in preference to a dark one.

So the "patient" was left to contemplate a reproduction of the famous picture, "The Doctor," while the estimate was prepared.

She was eventually handed two estimates—one for treatment covering three months and one covering from ten months to a year.

It seems that the patient was recommended to take "Viavi Cerate" for external application, "Viavi Capsules" for use locally, "Viavi Liquid"—"one of the best-known aids for catarrhal conditions in any part of the body"—and "Viavi Royal," a "non-alcoholic tonic, equally beneficial for man, woman or child."

No examination

And the price? A quarter's treatment would be £10 3s., and a year's £35, with a "special discount" of 10 per cent. if the "patient happened to be earning her own living."

The British Viavi Co., Ltd., boasts no medical men on its staff. Miss Glassford and Miss Minorgan are the sole directors.

Viavi has figured on the British Medical Association's blacklist for years. Here is the chairman of the council—Mr. H. B. Brackenbury

The "poor girl" is really a healthy normal young woman. A photograph taken after her visit to Viavi

Could anything be more monstrous than for unqualified persons to prescribe half a dozen specifics in this way for a patient who has not even been examined?

The various Viavi products may be harmless enough in themselves, but the strongest exception must be taken to the methods indicated above.

The lectures, or interviews conducted on the lines of the one dealt with, constitute a grave menace, and might easily have the effect of frightening some women into the belief that symptoms of an ordinary character have causes of serious import.

The Brazilian Ambassador, Senhor Raul Regis de Oliveira, must take stock of this rogue's exploits

'Varsity Graduate FORGERY TOUR

ONE of the most interesting guests at an Aberystwyth hotel recently was a polished young gentleman who signed the register as George David ...ter.

He was not overburdened with lug... on his arrival, but such pos... ...ions as he displayed seemed im... ...ive enough consisting, as they ... of text-books on medicine and ...gery.

Of a frank, open disposition, he was ...y soon on speaking terms with ...eral people whom he encountered ... the hotel lounge.

Among these chance acquaintances was a gentleman who was temporarily controlling a local bank in the absence of the manager.

To this gentleman the new arrival proceeded to unbosom himself in a most straightforward sort of way.

He was, he said, a member of a distinguished English family which had settled in Brazil many years ago.

His own parents were still there, in fact, but had sent him to England to complete his education.

He himself had been born out in Brazil, and the deputy bank manager could not help noting a slightly foreign accent in his otherwise polished discourse.

After a friendly interchange of conversation, the young man confided proudly that he had just taken a medical degree at Glasgow University, and had come to Aberystwyth to undergo a special course in zoology at the University College of Wales.

Book-worm

Whenever the bank manager encountered his fellow-guest after that he always had an armful of medical books, or was just about to slip into the hotel writing-room to do one of his zoology papers.

One day "Dr." Carter called at the bank and asked the manager's advice about opening a current account.

He was kept liberally supplied with funds, he confided, through a solicitor in Glasgow who had been appointed by his parents.

This arrangement had been convenient enough while he had been studying in Glasgow, but now he would prefer to have an account on the spot.

He had therefore requested the solicitor to send him £465, and he produced a cheque for this amount for the manager's inspection.

All boomerangs

This sum, he explained, included college fees, as well as a personal allowance.

The cheque was drawn upon the British Linen Bank, of Glasgow, and was accepted by the bank manager without any qualms, "Dr." Carter being permitted to open a current account and to draw out a substantial amount there and then.

A few hours later the bank manager discovered with dismay that the engaging young doctor had departed from his hotel, and prompt enquiry at the University College showed that he was quite unknown there.

Reference to Glasgow University brought news that was hardly reassuring.

While Carter had certainly never studied there, he had at least been the subject of several anxious enquiries.

After this, the bank manager was not surprised to receive back the £465 cheque, marked "No account," with the added information that it was forged on a form stolen from a book issued to a genuine customer.

The truth is that it is only one of several cheques which Carter has forged, having stolen several blank forms from a gentleman whose friendship he had gained in much the same manner as that of the bank manager in Aberystwyth.

Another dupe is to be found at Watford, where Carter varied his story by posing as a business man engaged in exporting horses to France.

He still spoke casually of his wealthy parents in Brazil, and when he had inspired the confidence of the Watford dupe he induced him to advance a considerable sum of money on a cheque for £360.

Free!

When the cheque came back dishonoured the bogus horse-dealer had left Watford behind.

Carter possesses a car, and is always smartly attired; but neither car nor clothes are paid for. We trust that he will soon be in a free suit which will be issued by the State!

(Reduced photographic illustration.)

Reduced Photographic reproduction of White's 15/- Model Electric Comb. The beautiful jade handle, ebony-black back and brilliant electro-plated teeth of this model combine to make a charming addition to your toilet table. Each comb is packed complete with instructions in a dainty case.

SEE White's ELECTRIC COMBS AT YOUR CHEMIST

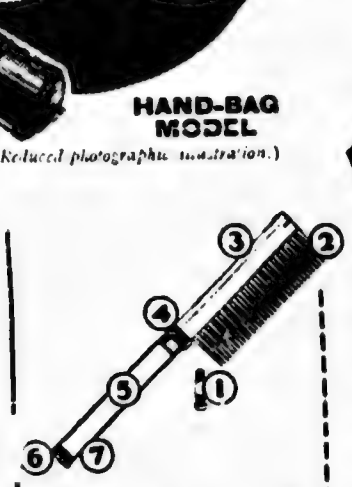
Doing its job—
Making hair grow.

CURLY HAIR SO EASY NOW

Curls as it Combs
Grows quickly too.

LOOK WHAT SHE'S DOING!

Growing her own hair.



1 *The testing bulb to push on the teeth of the comb to show when the current is on or off.*

2 *The soothing electric current passes from one tooth to the other through the hair. The electro-plated teeth are scientifically arranged to comb every strand of hair.*

3 *Ebony-black back, carrying electricity from battery in the handle to the teeth. There are no sparks. Nothing but the little light to say there's electricity.*

4 *Turn this little screw to the right to put the current on, or to the left to turn it off.*

5 *This bright nickel handle contains the little battery, which lasts at least three months. Then another battery which just slips in the handle costs only 1/-, and lasts another three months (4/- a year for beautiful hair).*

6 *The little spring which keeps the battery always in place.*

7 *The bright handle, ebony-black back, and plated teeth make this Electric Comb a beautiful addition to your dressing table.*

IF your hair is falling out, becoming grey or dandruffy, or is lank and lacking in colour and lustre, there is no need to wait until you get a postal order and obtain an Electric Comb through the post—

You can go to Boots' or any chemist in your locality and ask to see a White's Electric Comb. You can then see what a really beautiful comb it is—so different from the shoddy imitations.

Think! if you use WHITE'S Electric Comb it only costs **4/-** a year for scientific electric hair massage every day!

If the roots are there your hair will grow again, if you use WHITE'S Electric Comb regularly. Dormant roots of hair that have fallen off are brought to life, made to send out new "shoots" of strong hair.

NEW HAIR NEXT WEEK! Dandruff is stopped within a few days. **STRAIGHT HAIR TAKES ON A NATURAL WAVE.** The hair already on your head becomes strong and full of light and colour. New hair grows from dormant roots. Bald patches are quickly covered. Greyness disappears as the new hair grows.

260,000 PEOPLE USE and talk in glowing terms about White's Electric Comb.

Ask to see a White's Electric Comb at Boots' or any chemist or **hairdresser.** We give you our

£100 GUARANTEE.

Use a White's Electric Comb on your own hair for 7 days and if you are not satisfied with the improvement in your hair in this short time, post it back to us direct and we guarantee under penalty of £100 to refund your money at once without question. If it doesn't do all we say it will do, then it hasn't cost you a penny to try.

THERE ARE FOUR MODELS: 10s.—Nickel-plated handle and Ebony black back, in case. 15/- Ebony handle in brilliant jade; silver-plated teeth; plush-lined case. 20/- Very beautiful comb in colour harmony. Gold-plated teeth and fittings; velvet-lined boudoir case. Also the special handbag size at 3s. 6d.

If you have difficulty in obtaining a White's Electric Comb locally, post the Coupon with postal order. The same guarantee will apply.

SEE IT IN THE SHOPS—TRY IT IN YOUR HOME FOR SEVEN DAYS—SEE HOW IT GROWS, WAVES AND INVIGORATES YOUR HAIR.

COUPON

Post to **WHITE'S MANUFACTURING CO., LTD., SWAN STREET, LONDON, E.1.**

Dear Sir,

I enclose.....Please post to me at once one of your Electric Combs complete on your £100 guarantee to return my money if I am not satisfied with the results within 7 days and send back the Comb. (It is only on this condition that I should

Name .....

Address .....

"J.B." .....

WEDDING-RING BLACKMAIL

by E. ROFFE THOMPSON

"Stipendiary magistrates know their job." Mr. Clarke Hall, of Old Square, London, E.C., has a deep knowledge of human nature

I RECEIVED a letter from one of my readers the other day strongly urging that the whole system of granting separation-with-maintenance orders should be brought under review.

He asked that JOHN BULL should bring all its influence to bear to secure a change in the law.

I quite agree with my correspondent that it is time something was done. There is no doubt whatever that, as things are to-day, some quite drastic revision of method is needed.

Let me say straight away that I am not thinking of the human brute who, having married a woman and got her completely under his thumb, proceeds to behave like a savage and consistently to ill-use her.

Nor am I thinking of the kind of man who, because he cannot refrain from making a public swill-tub of himself, spends every penny he gets in drink and makes his "home" a very fair imitation of hell for his unfortunate wife and children.

Regular business

For women who are caught in traps like these the legal compromise of a separation order goes a certain length towards relief, though, to my mind, it would be far more in line with morality and justice to allow such unhappy victims complete freedom from their misery by way of the divorce court.

For even in these cases separation orders are often ineffective enough when it comes to the question of maintenance.

The husband makes one or two payments and then coolly vanishes, leaving his wife and children destitute.

But it is not this kind of thing against which my correspondent is protesting. That is the woman's side. There is the side of the man to be considered, and my correspondent is protesting a much graver evil, a state of things that makes one wonder if the granting of separation orders with maintenance has not become almost a recognised profession with some conscienceless women.

To anyone at all conversant with the facts there cannot be much doubt that in the last few years, there has grown up a habit among young women of getting married with the sole purpose of obtaining what is, in effect, a pension for life.

For although every case is supposed to be judged on its merits and according to the evidence offered, it is entirely within the magistrate's discretion to withhold an order or to grant it with or without maintenance.

Readers of JOHN BULL need no reminding of the extraordinary mentality some of our amateur magistrates are capable of displaying.

It is an unfortunate fact that magistrates all over the country have fallen into the way of granting these orders with fatal facility.

There is a steadily increasing number of women who, tired of married life and thinking they would like a change, look upon separation orders not as a relief from tyranny and an insupportable life, but as a permanent source of unearned income.

"My wife left me without any adequate reason," writes one man, "but she managed so to aggravate me that in a moment of anger I struck her. And for that she obtained a maintenance order on which I have paid her a regular weekly income for ten years.

Trumped-up stories

"Although I am perfectly willing, she refuses to make up the quarrel; yet if I don't pay I must go to prison. Have I to be hampered and crippled for the rest of my life?"

As the law stands, the only answer is, "Unfortunately, yes," despite the fact that here is a clear case of an unscrupulous woman deliberately exploiting the law to her own advantage.

And I am not exaggerating when I say that there are thousands of such cases. Here is another one:

"I have been separated from my wife and child since 1920. She obtained the order on trumped-up evidence that I categorically denied on oath.

"All that had happened in our case was what happens in thousands of cases—we had a thundering good row; but instead of making it up in the usual way, my wife banged off to court in the heat of the moment, and managed, as the woman generally does, to win the day.

"Ever since I have paid out 25s. a week on the court order, and my wife likes the money and the freedom so well that she scornfully repudiates every effort at conciliation I make.

Marriage is a solemn contract, but many young women are using it to "obtain a pension for life"

"She says she has done with me entirely, yet so long as I have to pay her 25s. out of my very moderate wage, I have by no means done with her; and I must say that I suffer a good deal of mental agony when I see other men happy with their wives and children.

"Such joys cannot be mine, for even if I were minded to live irregularly I cannot afford it."

Our amateur magistrates are, unhappily, far too prone to listen with the fullest sympathy to the woman's side of a domestic wrangle, but to treat with scant ceremony any witnesses the man may bring in his own defence.

Like choosing a hat

It is not too much to say that this partiality is well known and is being deliberately exploited by unprincipled women.

They enter into marriage relations with less care than they would take over choosing a new hat.

They marry with one object only, to be kept without having to work, and they bank on getting the unholy bargain ratified by the law *via* a separation-with-maintenance order should their husbands tire of the conditions they create.

In saying this I am not making an attack on women, and I do not want it to be interpreted as one.

What I am attacking is the misguided partiality of magistrates in administering a law that was designed for the protection of the weak and helpless.

In this case, as in so many others, it is the amateur magistrates and not those who seek their help who are bringing the law into disrepute.

When you watch stipendiary magistrates at work it is a different story altogether. They know their jobs, and these separation orders are not readily granted.

They are never granted without the most searching enquiry to discover on whose side the fault really lies, and not often until an attempt has been made to avoid matters coming to such a drastic conclusion.

Enquiry not seldom reveals that in more than half the cases the woman's mother has played no small part in bringing about the tragedy, spurring on her daughter to wreck the man's home in order to see her enjoying a weekly pension without having to slave for a man whom the mother has never liked.

The remedies are, I think, obvious.

Since the separation order is a monstrosity, leaving husband and wife "married," tied fast as fiddle-pins, and yet neither husband nor wife, common-sense would suggest making the grounds for divorce a good deal broader than they are.

There is no need deliberately to foster immorality within the very shadow of the law—yet that is what we are doing by playing with this problem.

Shallow morality

We are altogether too fond of shouting "morality" when really we are encouraging immorality.

The other thing we should do is long overdue, and that is to appoint a great many more stipendiary magistrates, men who are trained not only in the niceties of the law, but in the complexities of human nature.

In the meantime, it does not need any alteration of the law to make magistrates realise that men sometimes have a grievance as well as women, and to make them exercise more care in ridding a woman of an imagined tyranny in order to saddle the man with a very real one.

The Human Machine

The HEROIC Thinker

HOW much faith have you in yourself and your opinions? How much, in other words, do you trust yourself?

So many people are but pale echoes of other people—waiting and watching for a hint of what others think and what others are going to say before they dare open their own mouths. What are you afraid of? Afraid of being misunderstood?

Well, if you are misunderstood you will be in remarkably good company. Christ was misunderstood; so was Galileo, Newton, Socrates and a score of other great minds.

What else are you afraid of, that you do not dare to voice your own opinion? Of being forced to change your mind when some fresh fact comes to your notice? Listen to that great thinker Emerson:

"A foolish consistency is the hobgoblin of little minds, adored by little statesmen and philosophers and divines. With consistency a great soul has simply nothing to do. He may as well concern himself with his shadow on the wall. Speak what you think now, in hard words, and to-morrow speak what to-morrow thinks in hard words again, though it contradict everything you say to-day."

It is often more difficult to be an honest thinker than to be a thinker. Intellectual courage is a much rarer virtue than physical courage.

The world only moves because there are some people who are not afraid of admitting that they were wrong, who are not scared of publicly announcing that they have changed their minds.

But to preserve your shoes and keep them fit for walking, see that they are daily polished with

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Black, White, Brown, Dark Tan & Tonette. In Tins with easy openers. 2½d., 4½d., and 6d.

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MEN who use Colgate's do not need to worry in the evening whether to shave again. Such men know the superiority of Colgate's small-bubble lather—realise that it gives a longer-lasting shave—one that makes a man feel comfortable and clean-faced. Colgate's small-bubble lather, as its users know, quickly moistens the beard at the base, as big bubbles cannot. Only Colgate's small-bubble lather can carry sufficient water to do this thoroughly. The minute you lather with Colgate's, two things happen.

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3¾d. PER HALF OUNCE

The Largest Sale of any Empire Grown Tobacco

Justice— STRICTLY CASH!

Without Fear or Favour

Lovely—but she gives short weight

TO-DAY, eight hundred years after Magna Charta, which gave all men a right to fair and equal justice, we remain the last nation on earth which still dispenses justice to the poor, not as a right, but as a charity.

There is a striking example of this in a new Bill which has just been read for the third time in the House of Commons.

The Poor Prisoners' Defence Bill is the result of a steady agitation which has been kept up for years past by various public-spirited individuals, both lay and legal.

It is designed, presumably, to remedy the present state of affairs in which a man can be placed on trial for a serious offence without, for reasons of poverty, legal assistance or help of any kind.

Yet throughout the preliminary committee discussions on the Bill, the attitude of most of the legal luminaries who framed it was one of grudging concession.

AS it now stands, the Bill will enable a poor person to obtain legal aid before a judge, but not before the magistrate who commits him.

In other words, not until after the depositions have been read, after the prisoner has possibly given his case away before the magistrate from lack of legal knowledge and protection, will a defending barrister suddenly be briefed on the eve of the trial and left to make the best of it.

In those cases, how can a barrister be expected to do credit to the unfortunate prisoner's cause?

With regard to civil actions, the position can almost be said to be worse.

The sole steps which the State has taken in opening the courts to the necessitous poor has been in the Poor Persons' Rules, which are merely a cheap palliative for the problem.

They apply only to the High Courts, and chiefly to actions such as divorce. They are hedged about with every conceivable restriction which could be designed to ensure a cheese-paring economy and which would preserve the sanctity of Bar etiquette.

There is a rigid poverty-test limit under these rules.

Expenses known as "out-of-pocket" expenses sometimes £10, £15 or £20 for the action, must be found by the poor litigant, but even if he has children and a home dependent on him he must earn less than £4 weekly before he can be given assistance.

IF he is living alone, £2 a week is the rigid limit. A married woman deserted by her husband can get no aid if she earns more than £2 a week.

The rules assume that she is able to save the £70 or £80 necessary to pay divorce costs from her weekly income.

But it is in the county courts and in the semi-civil proceedings in police courts where the greatest hardship is felt to the poor seeking remedy or redress.

There are countless daily cases where a poor person has to go into these courts and ask for a remedy or to face an action against skilled counsel or solicitors employed by the other side.

In these cases the judge is forced into the position of assisting them in the presentation of their cases.

Though it is to the lasting credit of our courts, it is manifestly unfair to them and to both sides that they should be called upon to play the parts of both judge and advocate.

Such individuals and organisations which exist to give free legal advice and assistance to the poor are voluntary, and work under conditions which can rarely be to the advantage of their clients.

MOST of these so-called "legal-aid societies" flourish under the ægis of religious denominations.

A church or chapel will announce that on a certain evening of the week the neighbouring poor may attend for legal advice, usually given by some solicitor or barrister worshipper at the church.

The vestry or a similar room is set aside, and here these people have to come with their cases.

The work is for the most part haphazard and unorganised. The assistance given rarely goes beyond a few words of consolation and explanation. Litigation or even letters are seldom undertaken.

Where a barrister holds one of these legal dispensaries, though enthusiastic enough, he is, more often than not, young and inexperienced, and limited in all his actions by the fear that he is offending Bar etiquette or overstepping some Bar rule and restriction.

Besides the hopeless ineffectiveness of a system which hands out legal advice and justice to the poor on the principle of a soup-kitchen, there are scores of ways whereby it is used directly against the interests of the poor.

Political organisations find the legal dispensary a useful vote-catcher. Often the "office" is opened in a local committee-room or Party headquarters.

Sometimes even the member or prospective member, when he happens to be a lawyer, sits to hear the cases and give free advice. Such tactics are perilously near bribery and corruption.

Under the system the speculative solicitor flourishes, and there are all kinds of "legal-aid societies" up and down the country which are merely masks for gentlemen of this kidney. They specialise in "running down" and workmen's compensation cases, where the insurance company or employer usually pays the costs, and, as a rule, they do a thriving business.

There are barely a round dozen of organisations in the whole country where any attempt is made at giving legal assistance to the poor in its entirety.

A few of the provincial law societies run them and the Poor Man's Lawyer committees.

Their success and the enormous amount of work with which they are called upon to cope is proof enough of the immediate and vital necessity for a remodelling of the legal machinery as affecting the poor.

In no other nation is it possible for a man to appear before a judge without adequate legal defence.

In every other great country any poor person taking part in a civil action, or needing legal advice, may have it freely, without question, let or hindrance.

In England the sole steps in this direction are the Poor Persons Rules and its Department.

AT a maximum cost of £3,000 a year, it provides for the education of young and inexperienced counsel at the expense of the poor litigant, and keeps Government action at bay and officials from interfering with the close preserve of the law.

If the leaders of the profession were asked in what way the law provides for the poor, they will point possibly to the "dock" brief and the "poor man's rota."

Both these are philanthropic gestures. They do credit to the profession. But what the poor require is not charity, but their fair and equal right in the machinery of justice.

Can we stand alone among civilised nations in allowing this antiquated and scandalous system to continue?

Our Searchlight on FOREIGN MISSIONS

CARRIERS of the FIERY CROSS

This hemp-smoker might be converted from a terrible habit

THERE is nothing more beautiful in human nature than the missionary instinct. It is all the more beautiful because it is rare.

In every civilised community, each generation produces individuals who are more interested in the improvement of their brothers' lives than in the carving of their own fortunes or in rising to high estate.

Without them, a great deal of his divinity would be lost to man. For they are the symbols of the godliness towards which man is striving.

Yet it may be asked with all respect whether there is not in some directions a waste of splendid effort.

No objective

Look at the British foreign missions. A great number have their headquarters in London.

Some of them are extensive organisations, such as the Church Missionary Society, the China Inland Mission, the Society for the Propagation of the Gospel in Foreign Parts.

They are well organised and conduct their business on modern lines

Others are less pretentious and meet with less success, and do not seem to have any feasible objective.

They are all Christian missions, aiming in one manner or another at converting non-Christians to the Christian faith.

From an examination of the results of the labours of some of them the question might be asked whether they are simply wasting their time, their enthusiasm and the money of the charitable.

The Central Asian Mission, for instance, operating in Turkestan, China, Tibet and kindred countries, among Mohammedans and Buddhists, has twelve mission stations, each with a medical dispensary and some with elementary schools.

It has twenty to thirty missionaries working for it.

One soul per year!

What are the results? In Baltistan it made ten converts in ten years, one soul per year. In Mardan it had six converts in 1895, a number which has now risen to 100.

That means ninety-four souls in thirty-five years. Its schools can teach only boys, as the Mohammedans refuse to allow their girls to attend.

Its income is about £70 a month. According to its journal, its missionaries are often left stranded without money for months at a time. Four or five converts per year costs it over £800, or at the rate of nearly £200 per soul.

The fruits of Christian effort cannot be measured in terms of money, but the illustration is apt.

The Swedish Mission at Kashgar, established thirty-five years ago, did not make a single convert for the first twelve years. Now it has 120 converts.

These two are examples of small societies which have hardly any results. The larger societies show much better results.

Among these, the Church Missionary Society is one of the largest under the auspices of the Church of England. It covers Uganda, Nigeria, the greater part of Kenya, Central Tanganyika and the Sudan.

It has missions among the Moslems of Egypt and in Palestine. It has the only British mission in South Persia, and has penetrated into India, China and Japan.

The society conducts forty-nine hospitals in various parts of the world.

A big staff

There are 395,000 pupils in its schools, which are of two different kinds, some evangelical, for the education of Christians, and others general, for the education of both Christians and non-Christians.

It has 634 mission stations, with 7,450 out-stations, the majority of which are in Africa. It employs 1,210 missionaries.

Now, as to results, from an evangelical point of view: During the year ending March 31, 1929, there were 61,590 baptisms, of which 37,400 were adults. Among the total number of native Christians, 201,600 out of 774,000 are non-baptised "adherents."

Of these Christians, 549,000 are in Africa.

During the ten years since the war, the society's annual receipts have been from £420,000 to £500,000. Thus, to use again the cash valuation, it spends roughly about £6 per soul on converts.

This estimate includes over £6,000 spent on the training of missionaries, over £16,000 on office expenses, and more than £38,000 on home education and the collection of funds. These are figures for the past year.

In considering the results, which at first glance appear to be fairly successful, it must be borne in mind that converts to Christianity among African and other natives are not always inspired by religious motives.

The more intelligent among the natives regard conversion to Christianity as a useful means of getting an education which trains them for better employment by Europeans.

Missionaries and white residents differ very widely as to whether conversion to Christianity is of any moral or material benefit to African natives.

There is, however, one branch in which the missions have undoubtedly brought great benefit to individuals and small communities—by teaching them the most useful civilised crafts.

Above: Grotesque figures totter along behind the latest thing in jazz bands. A Salvation Army recruiting campaign in Java

Right: A little geography from a native teacher. They're taught to teach themselves in Kenya Colony

A woman missionary instructs Indian women of the criminal tribes

Once a bold, bad outlaw, this East Indian chieftain became an enthusiastic Salvationist

"Better concerned with mission work in our own land." The three pictures from home and abroad reproduced above tell their own story

Another large society is the China Inland Mission. This society is not entirely British, since it has offices in the United States, Canada and Australasia.

The total British income was £55,959 18s. 3d. for 1928. From all its offices, its income reached the enormous sum of £145,181 11s. 8d.

This society controls 271 mission stations and 1,848 out-stations. It has 1,167 missionaries, including wives and "associate missionaries," who are unpaid. There are also 1,342 paid Chinese workers attached to its missions.

In 1929 the China Inland Mission reported 4,334 baptisms. Since the inauguration of the society it has baptised 121,289 souls.

As the first mission of the society was founded in the early eighties, these conversions are the result of over fifty years' work by hundreds of missions.

And as many of those converted must have died since, while some have perhaps reverted to Buddhism or have been killed in the countless wars that have since sprung up in China, the net number of living native Chinese Christians must be ludicrously small.

"Their wonderful sincerity"—the Rev. H. Jackson, a blind priest, and his guide, in Kemmendine, Burma

Devoted lives

Since its inception this society has received in the form of income well over £4,000,000.

It is a staggering figure, yet what impression could this effort have on a China continually ravaged by the bestiality of war, a land where plunder, massacre and rapine of all sorts are common?

The history of missions in China is a bloody one. Many devoted souls have died in their vocation, some of them tortured and defiled.

Then there is another great society—the Society for the Propagation of the Gospel in Foreign Parts—which operates in India, in South Africa, China and Japan, the West Indies, Canada and Australasia.

It interests itself as well in Canadian Indians and in the natives of Australasia. The Archbishop of Canterbury is its permanent president.

There are 1,543 missionaries on the society's lists. The number of its stations in Africa is 400, including those in Madagascar and Mauritius.

There are scores more in China and India. The society has about fifty hospitals and dispensaries, including one leper institution.

The income of this society alone, in 1928, amounted to £357,733 16s. 1d. from all sources. Office salaries absorbed £14,940 6s. 4d. of this sum. The total amount spent in Asia was approximately £174,000. Its African missions cost over £57,000.

Are the society's endeavours guided more by enthusiasm than by efficiency? For it publishes a pamphlet in which appeal is made for funds, the society in 1928 having spent £60,000 in excess of its income for that year.

A smaller, but important, society is the Universities' Mission to Central Africa.

The field of operations is on the basis of the Church dioceses of Zanzibar, Masasi, Nyasaland and Northern Rhodesia.

Its missionaries receive on an average only £25 a year while in the field, besides their maintenance, plus an extra furlough allowance.

The U.M.C.A. maintains fifty-five main-stations, besides a number of out-stations. The staff of missionaries is composed of 246 Europeans and 726 Africans, besides a large number of African readers and teachers.

Plenty of scholars

It has 823 schools, with 20,568 boy pupils and 11,194 girls, a total of 31,762. Of these, 12,654 have received baptism.

Its income in 1928 was £81,170 17s. 2d.

The Roman Catholic Church is also profoundly interested in missionary work. It is difficult, however, to estimate its extent, as their missions are not organised on a national basis.

They are undertaken by various orders and other bodies of an international character.

Among other missions is the Zenana Bible and Medical Mission. It has been in existence for seventy-seven years, and exerts itself by sending women medical and evangelical missionaries to work among the women and children of India.

It maintains over thirty stations, of which four are hospitals, besides dispensaries and a baby-home. There are also schools and training-colleges under its control.

It maintains sixty-nine full missionaries, thirty assistants, and over 200 Indian teachers, nurses and Biblewomen.

One of the most hopelessly unsuccessful aspects of missionary work appears to be found among the missions to the Jews.

It is unquestionable that the number of Jews who embrace Christianity is exceedingly small—except in one or two countries where formal baptism permits the Jew to enjoy certain academic or civic advantages which otherwise would be closed to him.

Statistics on a national scale of the income of British missionary societies are difficult to obtain.

In the last source of computations, the "World's Missionary Atlas" of 1923, the total annual contributions to British missionary endeavours, including a few Government grants, amount to over £3,300,000.

Depressed

American contributions to its various missionary organisations surpass the British total; and the devout of other lands also tax themselves for the support of their various missions.

In studying the results of these missions, one feels depressed in a strange manner.

The wonderful sincerity of these holy women and men is exalting, as is the human charity of those who provide their upkeep.

While it is poor policy to interfere with the work of missionaries whose duties are to God more than to Governments organised by man, it seems necessary to offer a little kindly criticism.

The missions must be completely reorganised if the gospel of Christ is ever to establish its sway over pagan peoples.

Instead of scores of trifling organisations, working over the same territory, with the same object in view, there should be one large organisation, controlled by a central headquarters, run on sound business methods.

Overlapping

The League of Nations might be requested to use its good offices in order to place all missions on a more international basis, and to prevent the waste of effort which may arise from overlapping.

In the international sense great tact is needed in the introduction of our religion among the older peoples.

It is certain that no mission is under suspicion of fostering national or Imperial interests, but we must be careful not to deserve the frequent reproach that we would be better concerned in mission work in our own slums.

Men who like fresh air and prefer to breathe it pure are saving money and getting more smoke joy out of a Manikin after meals than one-cigarette-after-the-other through the day. Try it out and the wisdom of their choice will appeal to your wise judgment.

Manikins satisfy and their fragrant quality at the price is possible because they are rolled from the delicate tip leaves, too small for the large cigar, yet actually the sweetest smoke of all.

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·CIGARS·
MILD HAVANA FLAVOUR
5 FOR 10D.
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Stylish, comfortable SUITS to all the most attractive Cloths, to measure at 45/- 56/- and 63/- Small Deposit and then Monthly Payments. 30 years reputation for Good Tailoring, Good Style, Good Fit and Good Quality. Spring and Summer Patterns now ready and Post Free, with simple self measurement form and instructions. Satisfaction guaranteed.
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The Scottish Devil

A Weird Real Life Story of an Inherited Nightmare

Illustration by George Wood.

THE true life stories that people are fondest of recalling are the ones in which they successfully met an emergency by taking over tasks for which they had no proper training.

A big game hunter will tell you how once in Africa he was suddenly called upon to drive a railway-engine, and the magnificence of this feat will outshine all his jungle reminiscences; or an engine-driver will boast as the crowning event of his life that he once shot a panther that had escaped from a circus.

Similarly, the feat that, as a writer, I recall with the warmest glow of self-satisfaction was a successful amateur incursion that I made some ten years ago into the science of mental healing.

This is the story, though with the names changed, for the chief characters are alive:

A friend whom I will call Frank Williams, who was in France with me, was anxious to marry a friend of my sister's, whom I shall call Mary Joyce.

But they first had to ask the permission of Mary's guardian, her aunt Sara.

Sara, who was a scrupulous-minded woman, with rather a precise way of talking, did not think it fair to let the pair marry without warning Frank what he was marrying along with her.

She told him the family history. Annie, Mary's mother, it seems, had married Sara's brother Henry when she, too, was only nineteen. He was about twenty-three or so.

Mary was born a year later. The doctor was not skilful, and Annie, who was extremely self-willed, ruined her health by getting up at least a week before she ought to have done.

For the rest of her life she was in constant pain; but, with a false heroism, she always refused to acknowledge that there was anything wrong with her.

She chain-smoked cigarettes to deaden the pain, about five hundred a week. Pain and nicotine-poisoning made her look about fifty, though she was only thirty-four when she died.

Henry was a good fellow, but could do nothing with her.

Though she never complained about her ill-health, he came to resent her obstinacy, and especially the fits of black depression that used to submerge her for weeks at a stretch.

When one of these fits began he would beg her either to go to bed and let him fetch a doctor, or, if she were not ill, as she claimed, to pull herself together and do something better than sit chain-smoking at her bedroom-table all day.

She would tell him that she had had these fits since her schooldays and that no doctor could cure them. If he persisted she would grow angry and bitter.

"They were awkward, slippery stairs. Half a turn from the bottom Jeannie slipped and tumbled over the banisters . . . ."

by ROBERT GRAVES,

whose arresting autobiography, "Good-bye to All That," created a sensation

When he tried to cure the black fits
tenderness, she would say that she
ates him and threaten to kill herself
he would not leave her alone.
Annie was a bad influence on her
ughter for the years that followed.
There was a very strong mental tie
tween mother and daughter. For
stance, if ever Annie wanted any-
ing brought to her when she was
one alone she would send out a
ought-message which her daughter
another room would always receive.
And they never disagreed in their
ements—always very downright
— about people and things.
Williams only smiled, and said that
didn't believe heredity as much as
that.

BUT the aunt told him that the nightmare *had* been inherited and the black fits with it.

It was like this. Mary could
cure her mother's fits, but she
derstood them, and was never in-
ded in any outburst of despairing

When her mother died, Mary went
ve with her aunt. They had
ays got on well together.
Her father had been killed in the
r. Mary was just fifteen at the
e.

She was stunned by her parents'
aths and was so much at a loss in
r aunt's home that after a month
was decided to send her to
hool.

She went to a big school in Scotland,
d she had not been there a week
fore she had to be taken away. She
rned looking very ill.

She said that she hated the school,
d every night had the most dreadful
ghtmare from which she used to
ake up screaming.

The girls and mistresses were an-
yed with her for having it, and she
ished that she were dead. She could
t remember the nightmare, she said.
She had refused to play games or
anything that she was not actually
ced to do—in fact, she was in a
y good imitation of one of her
ther's worst moods.

A FEW months later the aunt wanted to go abroad for the winter and shut the house. So she decided to send Mary to hool again.

This time she sent her to a smaller, re Spartan, school in the South of gland. But the same thing hap-ned. The nightmare returned and e black fit with it, and the aunt had come back all the way from Algiers bring her home again.

My friend Williams listened patiently all this, and then asked whether ary had had the nightmare lately. He was told that she had it about ce a year now and that the fits ted for about three weeks. But it ays came when Mary was unhappy or down.

My friend naturally said that the ghtmare made no difference to him n they were married and I was ns' best man.

They settled down happily together Kensington, where Williams had a aching—at least, they sounded when they wrote to me.

But it seems the nightmare soon ned, and when a baby was ex-ted it came more frequently.

Williams was at his wit's end to w what to do. Finally he wired for to come and stay with them.

He told me on the way from the tion about the night-mare and begged me to help him.

It was the first that I had heard the matter, and it was difficult to believe. I had never seen his wife anything but cheerful.

Indeed, as soon as I arrived, she re-gained her spirits at once, apparently for the first time for a month, and we went to a theatre together that ght.

Williams said afterwards: "She's not used seeing someone like you whom she is fond of, or any other excitement, cures her for awhile. But as soon as the excitement wears off the nightmare comes back.

"It clouds the whole next day, and when evening comes she lies awake for hours, reading, to cheat it. She says that it's the same nightmare every time, but she can never remember it. If she could, she thinks it would go.

"It is nothing out of her own past experience. But she says that she has a feeling that in the dream there is something terrible lying beside her and something terrible lying below her.

"When she wakes up I have noticed that she always feels faint with hunger; she sends me downstairs for tea and biscuits."

He went on to say that Mary would never consent to go to a mental specialist for treatment; he had suggested it one day, but she had been furious and he had never dared raise the question again.

"The worst of it is," he concluded bitterly, "that now she has started her mother's habit of neglecting her health; and she says that she doesn't

"FACT and fiction mingle in this story from life; but the fiction is no work of mine . . ."

says

EVELYN DENTON

of her story in next week's issue:

"He Took His Chance"

love me and that I am just a selfish typical man like all the rest. I don't see where this is going to end."

So I went to see Mary's aunt, and asked her for a full history of the case. She gave it to me as she had given it to Williams.

When I asked her about the nightmare, she said: "It was the same one, night after night.

"All I know about the dream itself is that she woke me up that night, shouting 'Deed! Deed!' in a dreadful, wailing voice. I asked her in the morning what that meant; but she could remember nothing."

I decided at this point to watch Mrs. Williams herself for a further clue to the nightmare, for I was inclined to take the aunt's view that it was really her mother's nightmare inherited at her death.

ONE day at breakfast she suddenly broke a long silence by announcing violently that she loved dinner-gongs and utterly loathed dinner-bells.

The same afternoon a muffin-man came ringing up the street. Mary stopped her ears and sent her husband out to buy two dozen muffins as a bribe to make the man go into the next street.

"I can't bear handbells now," she said, "and neither can mother; I used not to mind them once." She still talked of Annie in the present tense as though she were alive!

Then she grew very depressed and went to bed early. That night the dream recurred. It missed a night and came again.

This time it came after a visit to a friend of ours in Gray's Inn. When Mary found that she was expected to climb up a spiral staircase with low banisters and a well in the middle, she refused to do it.

"They terrify me—stone steps going up like that, especially the ones worn away at the edges. I don't know why. I used not to mind them. But mother hates them, too."

So we went back and she had the dream, and next day she was worse than ever. Her husband was beginning to crack under the strain.

But I had several clues now, and that morning, as I was walking in the park, I began turning them over in my mind.

Faint with hunger—hating the sound of hand bells—long, stone staircases worn away at the edges frighten her—someone beside her and someone below her—"Deed! Deed!" first came when she went to school in Scotland.

SUDDENLY they made sense—all except the "someone beside her": but that bit didn't matter so much. I jumped into a taxi and went down to Bayswater to call on another aunt of Mary's—on her mother's side—whom I knew slightly.

She was rather drunk and in a communicative mood.

I asked at once: "Did Mary's mother ever have a bad fright at school one early morning on a stone staircase? Did someone fall over the banisters and get killed?"

She was surprised at my question.

"Indeed, and who told you that story?" she said.

"I remember it only too well. It was at Edinburgh, when my sister was fifteen and I was sixteen. We lived in Fettes Square and went to the Ladies' College together.

"One early morning Annie and I and another girl, Jeannie Cox, whom my sister loved very dearly, had gone upstairs to our class-room for a gossip before early devotions.

"WE stayed too long and the bell stopped; so down we flew, Jeannie leading.

"They were awkward, slippery stairs. Half a turn from the bottom Jeannie slipped and tumbled over the banisters; they were very low.

"Annie and I pulled up in horror, and looked down into the well.

"These early devotions were half an hour before our breakfast, and the dizziness and hurry and the shock of the thud and seeing wee Jeannie lying there in her blood were altogether too much for me.

"I stepped back and fainted dead away, and tumbled a few steps myself.

"Annie didn't faint. She kept her head and carried me up to the next landing in her arms—Annie was awful strong—and then down she marches into the hall and up to the principal who was reading prayers, and tells the story, very quiet and precise. Annie was awful good in times of crisis.

"Now, Jeannie wasn't dead, you know, but we all thought she was; and poor Annie had thought I was dead too."

As she told me this story she relapsed more and more into Scots—I haven't tried to reproduce it—and when she came to "Noo, Jeannie wasna *deid*, ye ken," I recognised the "Deed! Deed!" of Sara's story.

I had been expecting it: I knew that Mary's mother had sometimes spoken broad Scots when she got excited or told stories of her childhood. And the "someone beside her" in the inherited dream had been her own sister in a faint.

I WENT back and explained everything to my friend Williams and his wife. Mary said at the end, with a gasp of horror and relief mixed:

"That's my nightmare, all right. Those stairs. And the dreadful bell ringing and then stopping. And the two corpses. But to think that it was only Auntie Flora who was lying dead beside me!"

She laughed hysterically. Then she said how everlasting grateful she was, and oh! if only her mother were alive to know what her nightmare had been!

She never had the dream again.

flavour with a Crackle in it!

Everybody who eats Post Toasties will tell you there's nothing to touch them for flavour . . . the natural flavour of toasted Indian corn. Toasted for two reasons . . . to bring out every bit of flavour that's in the heart of the corn . . . to crisp each flake until it crackles with flavour as you eat it with sugar and milk—or cream.

Post *Made in Canada.* JB

Double Crisp Toasties
INDIAN CORN FLAKES

Post Toasties are one of the Post Products, which include Grape-Nuts, Postum and Post's Bran Flakes

Old Suits can be made to look like New Suits

Your old suit will serve you practically as well as a new one if rejuvenated in the famous "Achille Serre Way." We can, and do, clean and press suits, removing all spots, stains and creases, restoring shape and reviving the cloth, so that they look (as our Customers say) "like new." Expensive? Not at all! All it costs is 6/6 for complete expert treatment. Send one suit as a test. We pay return carriage, or, if you live near one of our Branches, we collect and deliver free. Satisfaction guaranteed on all orders. Our little book "Isn't it True?" is interesting and helpful. It is illustrated by two well-known artists, tells you all about our Service and gives useful tips on taking care of clothes. Full list of Prices and Branch addresses included.

Ask for this Free Book.

We will be only too pleased to send you a copy of "Isn't It True?" if you will just send us a postcard with your name and address asking for it. You will find it interesting and helpful. Write Name in BLOCK LETTERS.

GUARANTEE

(Send this with your order)

I send this suit for cleaning and reviving in the "Achille Serre Way" with 6/6 to cover all charges, on the understanding that :—

If I am not completely satisfied my money will be returned to me.

Name.....

Address.....

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Achille Serre Ltd.

Blackhorse Lane, London, E.17.

T.16.

Blackpool—

breezy does it!

Blackpool air is bracing and vigorous, keen with the tang of the sea! Those jolly breezes from the sea give everybody something of their own zest and freedom. That's why a Blackpool holiday is such a tonic.

Official Guide can be obtained on application to the Town Advertising Manager.

Send for these Holiday Guides!

From Divisional Passenger Commercial Superintendent, Euston Station, London, N.W.1. *Holidays by L M S (Apartments List)* post free 6d. *The Lancashire Coast* post free 3d. The booklet "*L M S Cheap Fares*" containing holiday fares to the principal resorts will be sent post free.

L M S

LONDON MIDLAND & SCOTTISH RAILWAY

EUSTON & ST. PANCRAS

THE Golden GOLF-BALL

A BIG golf season lies ahead this year. Yet it is not the great events which matter so much.

It is the common ordinary golf played by the ordinary citizen, which is the mainstay of an expanding industry.

Golf an industry? some will exclaim. Well, perhaps it can hardly be called that, for it is but one branch of an industry. Nevertheless, it is an important item in our economy.

A lot of money is invested and expended and earned in golf, if we look at it from a nation-wide standpoint.

How many golfers are there in Great Britain?

There are listed almost 2,000 golf clubs, in England, Ireland, Scotland and Wales. Not all of these are clubs in the sense that they own a course and club-house. Some are merely associations of players, using public courses.

A club may have anything between forty and 400 members. There are some much bigger clubs, whose membership runs into the early thousands.

Then there are all the golfers who do not belong to clubs—the players who frequent the municipal courses and other public links. It is impossible accurately to compute their number, but it cannot be far short of half a million.

That means a lot of money. It costs money to play golf. It is not yet a game which is easily accessible for the working-man—except in Scotland.

Money flies

Let us suppose you are going to take up golf. What will your preliminary expenses be?

Whatever else may be dispensed with, there is one inevitable purchase—clubs.

Six clubs and a caddie-bag will come to six or seven guineas, without buying anything sumptuous. Then you will need a dozen golf-balls—fifteen to twenty-four shillings.

Now, let us say that you are going to play economical golf. You are not going to join a club. You will play twice a week on a public course. The cheapest courses charge 1s. 6d. a round.

But if you join a club, subscriptions may be anything from one guinea to thirty, but the one-guinea club is very rare. Even a five-guinea club is considered cheap, and probably a nine-hole course at that.

There is an entrance-fee as well, perhaps five, ten or twenty guineas.

How the clubs must be making money! Oodles of it, you would think. As a fact, the complaint of the majority is that they can hardly pay their way. They are spending money on better and better courses.

It is not a cheap business laying out golf-courses or improving them. And, incidentally, this has led to the growth of a new and very lucrative profession, the golf architect.

An average course

There are not many golf architects in the country—perhaps twenty all told. James Braid, the famous professional, is one of them. There are several British golf architects earning big money in the United States.

To lay out a decent average 18-hole course—say, of 6,000 yards length from the first hole to the last—would cost about £3,000.

Rather a mess, but he is out of that bunker

But we are not yet finished with our newly-fledged golfer. He has not yet come to the end of his expenses.

He will probably need some lessons—and so to a professional. Perhaps he will pay two guineas for twelve lessons.

He will go right through his twelve lessons, with agony and heartbreaking. He is sure he will never be a golfer. And the professional does little to dispel this sad conviction.

You may take golfing lessons now, not only on the course, but in the heart of the city.

In Fleet Street, London, there is a school where busy journalists repair, when they have an hour to spare, to practise shots, or to learn the game from an expert.

In Kensington there is an open-air school which keeps half a dozen instructors busy.

"You must practise," the professional says. "You can't learn without practice, and the more you practise the worse you get!"

It comes at last!

So on he plods, despairingly. Until, one day, he suddenly realises that he is actually beginning to play golf. That is the way it comes—with a blinding suddenness.

And even the professional admits it grudgingly. And our novice walks that day as a king among men.

The golf professionals are important links in the economic chain of golf, for they are not only teachers, but also middlemen. They sell clubs, balls and various accessories, as well as golfing apparel.

They may receive anything between 2s. 6d. and 10s. 6d. per hour for instruction.

In their organisation, the Professional Golfers' Association, there are 1,200 members, and this does not represent the total of professionals in the country.

A professional may have a business turnover of anything from £50 to £1,000 per year in the sale of golf necessities and gadgets.

That brings us to the manufacturer.

"James Braid . . . architect earning

Here, again, there a[re] thousands of pounds ...

Figures would be [in] actual pounds shillin[gs] these firms also manu[fac]use in other sports.

Everybody doing it

But, as an instanc[e] manufacturer states [that] golf-balls are sold a[n]Britain. At an aver[age] dozen, we have he[ard] £720,000 spent each [year] alone.

The game of golf [is] country, and so the [pro]cesses in making gol[f] stantly being improv[ed] hand operations have [been] and, in painting the ba[ll] touched by hand.

A feature being stud[ied] facturers just now is t[he] "freak-marked" golf-b[all]

Some are spotted; [the] optical illusion of mak[ing] larger, and therefore [more] Other concerns are ex[perimenting] striped balls.

One factory in So[uth] ploys 350 hands, maki[ng] balls alone, apart fro[m] accessories.

All this represents [a] amount of business.

If we were to sum [up] spent in club subscrip[tions] professionals' fees and [on] golfing accessories, it [would] the millions.

Veritably, the gold[en] misnomer. And golf [is] ing more and more [a] pastime, accessible to [all] seek diversion and health

. . . The new idea in chocolate making

Fancy chocs in handy blocks

What shall we buy? The same old question but a *new* answer: A Cadbury's Chocolate Sandwich! A new idea, this. Fancy chocolates joined together in a big block. Each chocolate you break off is self-contained. Neat and complete with its own separate centre. You choose your favourite filling from eleven different varieties.

Chocolate Marzipan—Chocolate Tricolour Creme—Chocolate Wafer Biscuit—Nougat—Milk Chocolate Coffee Creme—Creme—Scotch Caramel—Almond Toffee—Truffle—Milk Chocolate Pistache—Peppermint Creme.

6D. EACH

CADBURY'S CHOCOLATE SANDWICHES

WHEN HUSBANDS LOVE...

Mary...
.....you're just wonderful.....

Ten Golden years we've had together. Even now, I hate leaving you each morning.

But needs must. The 9.6 won't wait.

Please pass that delicious Golden Shred.

After you I love it best in all the world.

Golden Shred. Golden Head!

Cheerio! I'll soon be home again.

'Golden Shred'

the world's finest marmalade, made only by Robertson, from fresh fruit and pure sugar.

BEST FOR CREDIT — BLANFORD'S

A MONEY-SAVING OFFER

Good Quality Tailored

REP COATS

for 2/6 DOWN

Every purchaser of one of these Coats will be saving at least 20/-.

This Repp is excellent quality with a nice clean finish. It is heavy and lends itself to good tailoring. It will wear beautifully. It was bought at a sacrifice, and we are passing this bargain on to our customers.

Designed and cut by experts, assuring a perfect fit and a very smart appearance. Double-breasted Coat panelled sides, with fashionable lapels, lined throughout best silkateen. Once you see this Coat you will agree it is excellent value.

In shades of Navy, Lido, Black, Nigger Brown, New Brown and Beige. Price 39/11, 48 in., 50 in. O.S. and X.O.S. 5/- extra.

Send 2/6 (no further payment required until you have had the Coat one month) and agree to pay PRICE 5/- per month. Also send length, bust measure and colour required. 39/11

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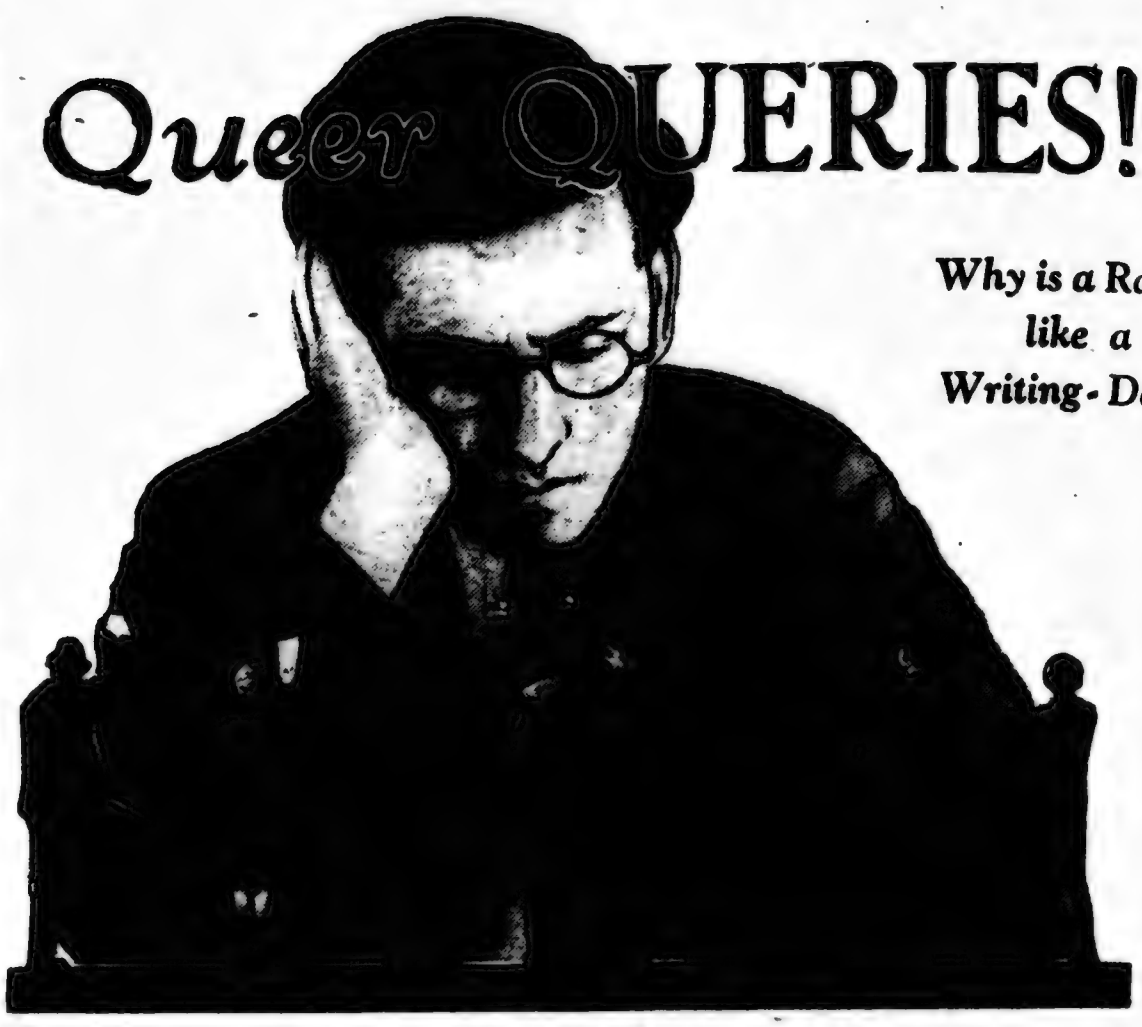
BLANFORD'S — BEST FOR CREDIT

Queer QUERIES!

Why is a Raven like a Writing-Desk?



All sorts of people from all over the globe fire questions at him

THE desire to know what lies "around the corner" has sent Britons to the ends of the earth.

To-day there are no new continents to discover; no new seas to sound; but, pioneers in discovery by descent, the impulse lingers with us, and is manifested in a thirst for knowledge which affects people in all walks of life.

This spirit is strikingly exemplified in the queries which JOHN BULL readers are constantly putting to our Free Advice Service.

Every day brings its letters from readers who find themselves handicapped in their work through lack of essential knowledge.

Legal, technical, medical, and all manner of general problems are promptly solved by our staff of experts.

And, sandwiched among the more pressing queries, are requests of the strangest kind.

The classic query propounded at the Mad Tea Party in "Alice in Wonderland," "Why is a raven like a writing-desk?" is not one whit more fantastic than some of the posers furnished by many an earnest reader of this paper.

But if a question is answerable, then it is answered with a minimum of delay and a maximum of accuracy.

There was the reader whose query, "What is the world's biggest book?" sounds brief and simple enough; but who can furnish a reply offhand without flying to more than one big book of reference.

To be a hangman

The answer may not be without interest for other readers. It is a volume of maps that was presented to Charles II. by the Amsterdam merchants in 1660.

It lies to-day in the British Museum, and measures 5 ft. 10 in. by 3 ft. 2 in., having to be moved about on a specially constructed trolley.

A query of a very different nature came to us recently from a Norfolk reader who cherishes the singular ambition of becoming a public hangman.

"I am positive I should like to become an 'executioner,'" he wrote. "Will you please let me know what steps to take to gain my objective?"

As we do not suppose that any other readers entertain such aspirations, the instructions contained in our reply to this perfectly genuine letter will hardly be of general interest.

Lots of readers who have ventured out of their depths in controversy with their friends often appeal to us for statistics to support them in arguments they have been unable to clinch.

This probably explains why a certain North-Country reader was so desperately anxious to know, "as quickly as possible," which was the greatest exhibition ever held, with "indisputable proof."

He was informed by return of post that the British Empire Exhibition at Wembley was the greatest the world had ever seen; that its area was 106 times as large as Trafalgar Square.

He was also told that more than a million electric lights were used; that the Stadium had forty miles of terraces; and that the Pleasure Park had a theatre and dance-hall twice the size of the Albert Hall.

Very horsy

There are some queries which could be settled speedily by reference to a dictionary, but such is the reader's faith in our Free Advice Service that he prefers in nine cases out of ten to write to us.

"What is a luce?" asked one, and he was not a crossword-puzzle devotee. He had heard the word constantly on the lips of a stranger in a waterside tavern, and his curiosity had been aroused.

We were able to tell him that a luce was a fresh-water fish, and also that the stranger in question might have been less academic and called it by its more familiar name of pike.

Often a spice of humour enters into these strange queries, for there is a letter before us in which a jovial reader writes:

"My friend says a gambrel has something to do with horses, but I say he must mean a gamble!"

It almost pained us to tell this merry correspondent that his friend was correct, and that the gambrel is the hock of a horse.

Some queries can even provide additional posers in themselves.

For instance, it would be interesting to know why a bootmaker in Glasgow was so eager to learn how the size of hats is determined.

Was he thinking of forsaking his profession and becoming a hatter? Or had some jesting friend told him that he ought to take a larger size in headgear?

Whatever the reason behind this request, it was made in good faith and

in Great Britain; a Welsh [illegible] wishes to know who was the [illegible] baronet.

A Bournemouth reader wants [illegible] know the "exact" title of the [illegible] first" book printed in this country.

The answers in one order [illegible] 52,332½; Sir Nicholas Bacon and [illegible] Dictes and Sayings of the Philosophers" (Caxton, 1477

Soger—slacker

We do not know why the Canbury reader wanted to know if any had been knighted in a theatre in recent times; but the information was promptly furnished.

The King conferred knighthood Mr. F. R. Benson in the royal box Drury Lane Theatre after Shakespeare Tercentenary Commemoration performance of Julius Cæsar."

Who knows what the term denotes?

A Scottish reader on his employer called him laughed heartily over us to ask "What was

Reluctantly, we had the joke was very much a soger being one who

Dancette is not, as lieved before writing dancer.

It is an architectural to a form of zigzag found in ancient stru Romanesque or Norman

Now and again these are relieved with requests.

A Hampshire reader sign himself as "Don asked us to let the w he was a young man, w take any job of adventu He was fit, clean-livi he declared, and there the hazards he was re

Abolish night

Some queries may [illegible] baffling, though they [illegible] siderable tact in the answering

Only the other day, a Devon reader wrote to us in the following strain:

"Sirs,—We put the clocks on hour to save daylight; why cannot put them on twelve hours and have daylight all the time?"

We leave readers to imagine reply.

JACK HOBBS
(famous Cricketer)
Dressed by BARRY.

YOU COULD NOT EASILY PROCURE A SIMILAR QUALITY SUIT ELSEWHERE UNDER DOUBLE THE COST

SUIT MADE TO YOUR SPECIAL MEASURES from £2:2:0

THE FINEST VALUE EVER OFFERED IN TAILORING HISTORY.

If proof is needed as to the efficiency of the Barry Service, we give it right here.

OUR GUARANTEE. If for any reason whatsoever you do not approve the suit we shall produce for you, we will forfeit 2/6 more than the actual price paid for it by you. Here indeed is a guarantee unparalleled by any other Tailoring House in the World.

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Together with free patterns we send you handsome fashion brochure showing latest styles as also our unfailing self-measure chart.

CALL OR WRITE.

000 Guaranteed LONDON SHRUNK FLANNEL TROUSERS 12'9 TO MEASURE

The 'BARILAIN' INDIGO DYED London Shrunk 10oz. All Wool Two-Fold Worsted Yarn BLUE SERGE SUIT TO MEASURE £3:3:0

We forfeit 2/6 more than you pay if you do not approve the "MILITAIRE."

SIMPLY AMAZING VALUE

The BARRY "MILITAIRE"
(In Fashionable Putty-Shade)
A £4:4:0 ALL-WEATHER-COAT
for 21/- POST PAID TO YOUR ADDRESS

The "MILITAIRE" is made in fine, reliable, super-spun Indiana Cloth, with storm-defiant "PARABAR" interproofing and elegant camel shade lining throughout.

Absolutely impervious to rain, sleet or hail.

Cut with full, ample skirt, deep storm collar. No dressier coat or more sportsmanlike coat was ever produced. Ideal in all climates.

Must not be confused with the imitation leather coat. The Militaire is quite, quite different, and equally dressy in dry weather as in wet weather.

Or by "Cash on Delivery" System if preferred

Post us your remittance for 21/- for this ideal Coat, giving us your height and size round chest, over waistcoat.

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OUR ONLY ADDRESS. WE HAVE NO BRANCHES.

Prize Awarded in "John Bull's" Crossword Competition No. 61.

The correct solutions containing one error each were received from the following Seven competitors, and subject to the conditions of the contest, a cheque for £71 8s. 7d. will be despatched:—

S. A. Bradley, 14, Commercial Road, Grantham, Lincs. S. Cawthra, 68, Parsonage Road, Lanterdyke, Bradford. E. B. Joel, 42, Greenside Road, Croydon. J. M. Jones, Uplands, Pontardawe, Swansea. Miss D. Phillips, 46, East Hill, Dartford, Kent. F. Wilson, 3, Carlyle Road, Edgbaston, Birmingham. S. Wright, 979, Cumbernauld Road, Glasgow.

Correct solutions containing four errors each were received from the following 66 competitors, who share the Second Prize of £35 10s. 6d., each receiving 15s. 2d.

[illegible] Bulwell, Notts; Blake, A., 11, Landog St., Landore, Swansea; Broadhead, A., 9, Pretoria [illegible]; F. W., East Barnham, Walsingham, Norfolk; Buckley, T., 19, Muriel St., South Moor, The Broadway, Bromley, Kent; Caldwell, J., 11, North Villa Rd., Hereford; Carter, Mrs., [illegible] Llanfilin, Mrs. E., 39, Ouseley St., N.W.10; Congdon, B., 12, Taliesin St., Llandudno;

Continued on page 34.

MOTHER'S TEETH PROVE

How safely and surely

Gibbs Dentifrice

preserves health and beauty

Mothers who, from childhood, have used Gibbs Dentifrice regularly, prove by their lovely pearly teeth that Gibbs Dentifrice is indeed the best of all for all ages. No wonder they insist that their children use Gibbs Dentifrice too.

Gibbs Dentifrice guards teeth by thorough cleaning. The fragrant antiseptic foam penetrates deep down into every crevice and cranny, cleaning swiftly away everything that could cause decay. You can feel the foam helping the brush—working all over the teeth—outside, inside, in between. Gibbs Dentifrice polishes without slightest risk of scratch.

To keep teeth sound, healthy, beautiful, begin using Gibbs Dentifrice to-day. Large size, 1/-; De Luxe, 1/6; Refills, 11d.; Popular size, 7½d.; Tubes, 6d. and 1/-. (These prices do not apply in the Irish Free State)

Your teeth are Ivory Castles—defend them with

Gibbs Dentifrice (JB)
BRITISH MADE

GD 329

SEND FOR GIBBS TRIAL BOX

Gibbs have prepared a Ladies' Box and a Gentlemen's Box, each containing 5 useful sized samples:—

Ladies' Box contains: Gibbs Dentifrice; Cold Cream Soap; Cold Cream Foam Shampoo Powder; Dental Cream.

Gent's Box contains: Gibbs Dentifrice, Shaving Cream, Cold Cream Shaving Soap, Dental Cream; Cold Cream Toilet Soap.

This generous offer is made to acquaint you with the excellence of Gibbs Toilet Preparations. For both sample Boxes send 1/-; for one only send 6d. and state which one is required. Send money in P.O. or Stamps.

To D. & W. GIBBS, LTD. (Dept. 2897), London, E.1.

Carried Unanimously -and eaten!

SHARP'S GOLDEN SUPER TOFFEE

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6/- NOW

GRAVES 'ROYAL SLEUTH' SINGLE SPEED CYCLE is unrivalled in Quality and Excellence, & is by far the Finest Value in the World

From start to finish it is of most dependable quality, every component part being of proved merit.

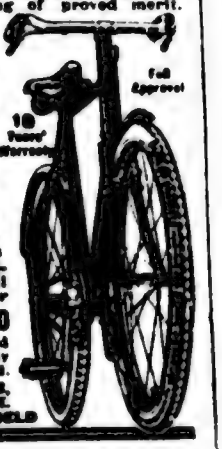
GRAVES SUPREME VALUE.
DUNLOP ROADSTER TYRES.
DUNLOP WATERPROOF SADDLE.
RENOLD CHAIN, HALF-INCH PITCH.

Pump, Tool Bag Spanners Oilcan. Frame is rust-proofed, enamelled Black and Coach lined for All Black if desired). Ladies' or Gent's Model same price. Carriage Paid £4.10.0

TERMS: Send 6/- now and complete purchase in 14 monthly payments of 6/- if fully satisfied.

CATALOGUE OF THREE-SPEED MODELS, HUB BICYCLES, etc., POST FREE.

A. G. GRAVES Ltd. SHEFFIELD



"..it instantly relieved that sore, chafed feeling.."

"When I first had baby I couldn't understand why he became cross and feverish about an hour after he was bathed. Nurse and I found that every time he moved he rubbed his little thighs together and chafed them until they became red and sore. We at once tried 'Vaseline' Jelly and found it instantly relieved the irritation. Now we don't run any risks—we rub it on baby's buttocks and thighs every day to prevent chafing!"

Mrs. W. HINKS,
Muswell Hill, N.10

NOTHING quite so fragile as a baby's sensitive skin. His little plump surfaces constantly rub together and easily become chafed if care is not taken.

Even if you change him, the heat and soreness continue. The skin may break—and baby becomes feverish and cries with pain.

To avoid uncomfortable chafing, just smooth a little "Vaseline" Petroleum Jelly on baby's skin after his bath and each time you change his napkin. It forms a thin, protective layer, through which nothing irritating can penetrate.

Chemists and stores stock "Vaseline" Jelly in convenient sized tins and jars, whichever you prefer. Chesebrough Manufacturing Co. Cons'd., London.

Trade **Vaseline** Mark
Petroleum Jelly

FREE to you! Booklet, "The Charm of Childhood." Post this Coupon!

Dept. 713h, Chesebrough Manufacturing Co. Cons'd., Victoria Road, Willesden, N.W.10

Please send me your free booklet "The Charm of Childhood."

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YOU can dress well and economically if you only go the right way about it. Lovely Furs, Stylish Costumes, Coats and Frocks. Corsets, Underwear, Hosiery, Dress Lengths, Footwear, & all Women's Dress requirements. Easy Monthly Payments. 30 years reputation for honest trading. Catalogue post free.
J. G. GRAVES LTD. SHEFFIELD

Here is a reputable "old clo'" dealer in North London's Caledonian Market. There are others much less scrupulous

JUMBLE SALE *Jezebels*

SOCIAL workers in thickly populated neighbourhoods are gravely concerned about a number of rogues, who are battening on well-meaning charity in new and cunning ways.

At the charity bazaars and jumble sales held in parish halls, welfare centres and missions, the unemployed, the destitute, and the unfortunate are able to buy for a few pence a good raincoat, a badly needed costume or a suit of clothes.

It may be a pair of boots for a child attending school, a frock for a lass who, having finished school, is just starting work, a shirt for a growing boy whose father is out of a job.

Such things are frequently of better quality than the average wife of a working-man can ever hope to be able to afford.

That is what attracts this new kind of parasite. The fraud happens thus:

The "poor" woman, who, with her "children"—borrowed for the occasion—hurries from this stall attended by a titled lady to that conducted by a personage of note, is either the agent for, or the actual proprietress of, a thriving wardrobe-dealing business or second-hand-clothing store in one or other of the great city markets.

Covering cold bodies

The badly needed garments which are meant to be sold to the poor for a few pence will be found on sale in a day or two at more than as many shillings.

The organisers of these charitable distributions make frequent appeals through the "Personal" columns of daily newspapers. It is to the credit of many thousands of well-to-do people that they respond very readily.

By this means hundreds of tons of excellent clothing and necessaries find their way into localities where they are so much required.

But something must be done to stamp out this singularly heartless practice, the effect of which is to rob the poor.

A welfare-worker who gave a nice costume to the vicar of a London East-end parish—who in his turn received the purely nominal sum of fourpence for it—saw it a day or two later on sale in the Caledonian Market in North London.

But the price was now 10s.

A woman who devotes much time and money to the relief of distress in South London received a call the other day from a woman in wretchedly poor circumstances.

There was nothing very unusual in the fact that the caller was wearing a coat which the woman had herself given away with other things. She asked the caller where she had obtained the garment.

Imagine her surprise when the poor woman said it had been purchased from a stall in the New Cut in Lambeth North.

Seven-and-sixpence had been paid for an article which had been given away.

Operating in North London, with branches of their business in other parts of London, are two women who specialise in this abominable wicked conversion of gifts to commercial account.

The agents of their concern travel hundreds of miles in the course of a year, visiting jumble sales and charity bazaars in all parts of the country, posing as ladies of substance who have in order to give away.

A clergyman who has been aware of this practice for some time past has had occasion more than once to request notorious gate-crashers of this type to leave the bazaars which he organises weekly in his poor parish.

The bribe

The women of the Lady Margaret Hall Settlement in Lambeth, who call on a noble work among the sick and needy, have issued tickets from time to time in order to ensure that only those in need shall obtain the babies' clothes and other articles which are given away.

When a bazaar was held a few weeks ago, a woman was seen carrying a suitcase filled with articles of good quality whilst following her was a scantily clad child similarly laden.

She was recognised as a warden's dealer with a stall off the Walworth Road, and, fortunately for more deserving mothers, deprived of her ill-gotten spoil.

It was discovered that she had paid ten shillings for a ticket in order to gain admittance to the bazaar. She had bribed one of those who had been invited.

One such charity-monger has been found to own house property, from which she receives substantial rents, but usually wears a fur coat and dresses her children in rags.

But not during business hours.

When she is attending her stall she is seen as a poorly clad woman with a kindly exterior, who is never too busy to help her poorer neighbours, is always willing to redistribute a shilling and who can at any time find a silk petticoat at seven-and-a-tanner, or a good pair o' trahsers at half a bob.

But see her when she is home in suburbia—the business widow who keeps a parlourmaid and a cook and who gives such excellent parties during week-ends.

"—help the poor"

Fortunately, most street-traders are honest, and will have nothing to do with crooked business such as this.

Yet tons of gift clothing are being turned to account in this way.

The poor must help themselves by immediately informing the good people who help them of all instances of this mean fraud.

"I've Won? —Let's Win Again!"

AN unusual reaction to a pleasant surprise is manifest by Mrs. I. Brown, of 30, Beech Grove, Whitley Bay.

Mrs. Brown has won a half-share of the £500 offered in JOHN BULL's Crossword Competition No. 60, and, feeling that nothing succeeds like success, she is determined to try all the more enthusiastically to bring good fortune her way again.

And, if spirit counts for anything, her prospects look rosy.

* * *

The second £250 has also been carried off by a woman—Mrs. W. Edmonds, of "Waterford House," Reed Court, Strood, Kent.

It was a particularly happy inspiration that induced Mrs. Edmonds to take part in the contest.

"I had never competed before," she said, "but my husband has always sent in his solutions in my name, so that if he succeeded the honour should go to me.

"On looking through Competition No. 60 I was seized with the idea of sending in an attempt myself.

"'I am going to try this week,' I said to my husband.

"We went down to the newsagent at once to buy another copy of JOHN BULL, and, fortunately for me, the newsagent had just one left."

AUSTRALIAN APPLES

They bring a foretaste of harvest-time now!

While Spring is yet in the air you can enjoy a foretaste of summer in the glorious sun-fed apples now arriving in shiploads from Australia. They await you in abundance at your fruiterer's — all ripe, crisp-eating and delicious. Buy some to-day and be grateful for Britain's orchards overseas.

BRITISH TO THE CORE

BIG *reduction in* LUX *prices!*

9d size . . . NOW 6d

6d size . . . NOW 4d

3d size . . . NOW 2d

THE same familiar blue packets — the same filmy Lux diamonds, which for years women have used to care for lovely fabrics, delicate woollens, stockings and lingerie . . .

But — a big difference in *price!* For Lux now costs you *one-third less than formerly.*

Just think what these amazing new Lux prices mean! Now that precious packet needn't be put away when the fine washing's done — for at the new price you can afford to Lux-wash *all* your things . . .

It'll make easier washing days — for Lux means less work!

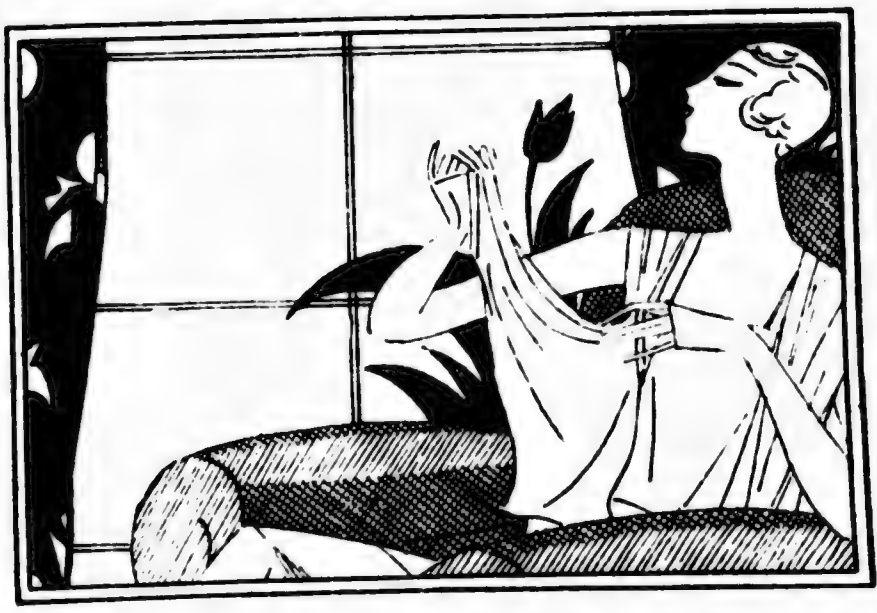
Cheaper washing days — for Lux-washed fabrics last longer and give double wear.

And in announcing this amazing news about Lux, Lever Brothers make an important statement:

"The quality and quantity of Lux remain unchanged"

1929 has been a record year for the famous Lever products. The new low prices are made possible by the vast sales of Lux in almost every country in the world! Because more and more Lux is purchased with every day that passes — Lever Brothers are able to effect economies in manufacture and distribution that make possible the new low prices.

Ask your grocer for Lux.



Use Lux for washing-up too — it keeps your hands so soft and white

Already in many homes Lux is used for washing-up. Women have proved that Lux banishes ugly, red, "dish-pan" hands, for it contains no harmful soda. It makes china and silver wonderfully bright and sparkling, and saves your hands from the ill-effects of hard water.

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EVERY article advertised in "John Bull" carries with it a "money-back" guarantee.

All foods, food products, toilet preparations, medicines, and drugs, and other articles capable of a laboratory test which have been approved by our experts are marked — in the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects.

Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." Any complaint must reach us within one month from the appearance of the advertisement in "John Bull," and in the case of dispute the decision of our Managing Director will be final.

ODHAMS PRESS LIMITED, Proprietors of "John Bull."

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Model S5003.—Tailor-built Coat modelled in one of the season's newest Tweed Suitings. Smooth surface and small pattern in Fawn/Cedar, Copper Beech/Fawn, and Fawn/Marine Blue. Well cut on semi-fitting lines with D.B. front, piped pockets, tailored collar and smart revers and lined throughout (except sleeves) with fancy Art. Silk. Sizes to fit: 34, 36, 38 in. busts; 40, 42, 44 and 46 in. lengths.

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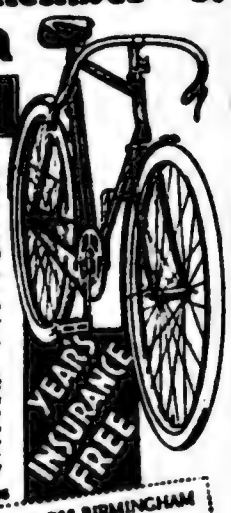

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Please send me free your 1930 Cycle Catalogue

NAME _____

ADDRESS _____

USE A PENCIL—IT'S PLANNED

Why dogs SCRATCH excessively in *SPRING.*

DURING winter, when dogs do not get sufficient regular exercise, their blood accumulates impurities. The dog cannot lower bodily heat or remove impurities by perspiration, as his skin is non porous.

Consequently, on the first warm day in Spring the impure blood quickly overheats and sets up irritation under the skin which makes the dog scratch continually for relief.

Dogs cannot help scratching and **cannot be made to stop it while their blood remains impure.** The owner must condition his dog with Bob Martin's Tasteless Condition Powders and in a few days the impurities will be cleared and the dog will stop scratching.

Bob Martin's Tasteless Condition Powders remove **all** impurities from the blood and tone up the **whole system.** This is the conditioner which all famous Breeders use.

Since 1892 the best-known Doggie Remedy

BOB MARTIN'S

TASTELESS **CONDITION POWDERS**

6d. per packet of 6 powders from dog & cat shops and Chemists

Bob Martin's Tasteless Condition Powders cure *and prevent* all ailments due to poor blood condition, such as *Listlessness, Excessive Scratching, Loss of Appetite, Eczema and Shedding Coat irregularly.* Made (since 1892) by BOB MARTIN, LTD., Southport, Lancs.

IF YOU GET INDIGESTION in any form . . .

here's an opportunity to test the quickest and soundest way of getting relief. As most indigestion is caused by excess stomach acidity, the common-sense remedy is obviously that which removes this cause. 'Bisurated' Magnesia always gives quick relief because it instantly neutralises excess acidity, thus allowing digestion to proceed unhindered. Doctors all over the world recommend 'Bisurated' Magnesia, and we invite you to test it now.

'BISURATED' MAGNESIA

removes the cause of stomach trouble.

FOR FREE SAMPLE POST THIS COUPON TO-DAY

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Cross out word not required.

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The PLUNGER who Gambled with Love

I AM the son of very pious parents. Perhaps it is only the fact that they kept too tight a rein upon me in childhood that excuses my subsequent conduct.

Thus, at twenty-one, not contented with the ordinary humdrum holiday, I decided to take my savings, go to Monte Carlo, and risk all at the tables. I had worked out a system and hoped to net a fortune.

Instead, I lost every farthing in one night of reckless gambling.

Without even the means of the return journey, I determined when the night came on to commit suicide.

While in this mood, a pretty, vivacious Frenchwoman came up and pressed money upon me.

I at first refused, but she was insistent, and at last I accepted, returned to the casino, and achieved a measure of success.

Before the night was over I was madly infatuated with my pretty rescuer, and she quite openly explained that it was only because she had "fallen in love at first sight" that she had ventured to approach me.

Eventually we threw in our lot together and lived as man and wife in a small town in France.

But I could not keep away from the gaming-tables, and in the end I decided to return to my parents.

I NOW knew my French associate for a light-o'-love. She made a terrible scene when I announced my intention, and I only got clear by representing that my mother was dangerously ill, and promising that, whatever the outcome, I would very speedily return.

My parents behaved wonderfully, and have since done their best to rehabilitate me in my own self-respect.

They also introduced me to the young daughter of a business friend, whom they desire I shall marry.

Apart from that, we are both genuinely in love, but I am terrified of putting the all-important question because of the woman abroad.

The Frenchwoman is only placated by the constant exchange of letters.

She now writes that if I put off my return to her much longer she will come over to England and see me.

Is there anything in the world I can do to prevent so horrible an exposure?

"HUMANIST" says: Though a light-o'-love, the Frenchwoman was at least good to you when you weakly thought of suicide. Explain to her your situation, and appeal to her better feelings.

If that does not succeed, you must cut clear from her and face the music.

"LITTLE PARADISE"

—*can tact save it?*

MY husband and I have been married some years and are still as fond of one another as we were on the wedding-day. Only once has real disaster threatened, and that was when my husband gave way to heavy drinking.

He had got in with the wrong set, and for some time it looked as though our home was going to be frittered away to gratify his craving.

Instead of giving way to despair, or, worse still, nagging, I set myself to win him back to sanity. It was a slow job and a long one, but I managed it.

I provided good meals and made home comfortable, and persuaded him to stay in with me of an evening.

I learnt games similar to those that lured him out with his pals, and tried hard to become proficient.

At first amused, he became thoroughly interested, and once more our home became our little paradise.

Now all this is threatened. My father-in-law, who lives with us, openly sneers at his son for "being tied to a woman's apron-strings."

When I set out the draughts or the dominoes he will burst out laughing and make jeering remarks.

My husband is getting so that he can't stand it, and I fear one day he will break out in sheer desperation.

It is making me wretched, for I think my husband was a really brave man, deserving admiration rather than jibes, for giving up his boon companions for the sake of our children and me.

"HUMANIST" says: You "managed" your husband. The same tact should conquer the older man. If tact fails, tell your husband he must choose between you and his father.

ACCOUNT "COOK"

can be caught

AN employee of a large commercial concern with branches all over the North, in carrying out my duties I incur travelling and other expenses.

These are totalled up every week-end and refunded to me through the manager of my branch.

He then sends them in, with other details of branch expenses, to headquarters.

One night, having a job in the office, I caught sight of my own name in connection with these expenses.

I was astounded to find that for years nearly double the amount I presented had been claimed on my behalf.

More than one man holding a similar position to my own has been dismissed by the firm for "cooking" his accounts, and this is bound to make it doubly hard to prove my innocence should the present fraud ever be discovered.

The manager's word would be taken in preference to my own, as, in addition to his superior position, he is in very high esteem with the heads of the firm.

"HUMANIST" says: Take a local Justice of the Peace into your confidence, and explain the position.

Let him see your expense-sheet before you send it in, and initial a duplicate to be kept by him.

THE OLD LAG'S

poison

SOME years ago I was on a race-course, and after the big event, I, with others, had a row, and a terrible *melée* followed.

I was attacked in a most vicious manner, and striking out in self-defence, I struck a man a blow that proved fatal.

In the hubbub I made a quick getaway, and, finally reaching Liverpool, I was horrified to come across my photograph on the public placards with the words "Wanted for murder," printed underneath.

Scared stiff, I found enough cunning to get away to the States, where I had relatives in business.

Fear lent wings, for I had previously been "up against" the law, which made the police handy with my description.

One of my aunts runs a small hotel in America, and making my way to her with my race-earnings, I confided to her my predicament.

She is the straightest woman on earth, and presently managed to persuade me that my only chance of peace in this life or the next was to return and face the music by giving myself up.

I came back and was tried at the local assizes. Evidence that I had merely hit out in self-defence was given in my favour.

The judge took a merciful view and reduced the charge to manslaughter, for which I duly served my sentence.

On release, the detective who had had charge of my case stood by me and persuaded a pal of his who was in hotel to give me a chance.

Here I worked hard and made good.

When my ticket-of-leave expired I invested my savings in starting a small business, and, presently falling in love with a pretty young girl we married and were, for a few brief months, gloriously happy.

But success proved my undoing, for after getting "half seas over" one night in a pub, I met an old lag whom I had known in Dartmoor, and like a fool took him home with me.

He could not keep his tongue still. Before he disappeared my wife was in complete possession of the dark chapter of my past.

She was so horrified and upset when she learned that I had actually stood my trial for murder that nothing would convince her of my innocence. In the end she left me and returned to her people.

BEREFT of hope, my business has gone to pieces and I am in despair.

Nothing I can say or do avails to bring back my wife, and I am living only for the day when I can die, meet and properly punish my betrayer.

"HUMANIST" says: What earthly use can it be to wreak your petty vengeance?

Keep straight, and plead with your wife to return. No doubt she will in the end pity you and return.

If not, you are better without a woman who cannot make the gesture.

HUMAN DOCUMENTS

HERE you read some of the problems of real life and the solutions at which "HUMANIST" proposes for each. To-day you, too, will have a difficulty which you must face alone. "HUMANIST" will deal with it through these pages. Send a stamped, addressed envelope. For the most poignant document published the Editor will pay £2 2s. and 10s. 6d.

JUST SHOW HIM

the door

I AM a labouring man and I am up against a real problem in the conduct of my eldest son. He is nearly twenty-one, strong, healthy and well-built, but both lazy.

He will only work for a few weeks at a time, and then he goes on a tear to enjoy himself.

His passion is a motor-bike, which he is paying by instalments.

Indeed, he supplies himself with whatever he happens to fancy at the moment, from boots to hats, on the same plan, so that his money is mortgaged even before it is earned.

He never gives his mother anything for his keep, though he always turns up at meal-times—when he is not in the rant.

When I told him he would have to mend his ways if he didn't want to be kicked out, his mother, who suffers from a very weak heart, interfered.

"Let him alone. Let him carry on as he pleases and God will repay," was her cry. "I can't stand the quarrelling, for it is like to worry me into my grave."

This closed my mouth, but has not ended my uneasiness. My home is miserable.

"HUMANIST" says: Look the facts upon him. He is of age and can support himself.

Where are your

RECKITT'S BATH CUBES?

You might lend me one! Somebody's used mine!'

A bath is made so much better by a Reckitt's Bath Cube! The water and its way with you are changed. Look at the bath. You will see no tide-marks when the water leaves it. And this water from which all the hardness has gone is not only good—it's good for you. It cleanses the pores so that your skin breathes as it ought. It draws out and dissolves all the fag and fretfulness of the day. Don't spoil another bath just for the want of a Reckitt's Bath Cube. Don't miss the new spirit and the new start it will give you. Don't miss the joy that comes of feeling fresh—and the confidence that comes of looking fresh.

Reckitt's Bath Cubes can be obtained in four perfumes—*Lily of the Valley*, *Lavender*, *Verbena* and *Essence of Flowers*—from all Grocers, Chemists, Stores, etc., at 2d. each or in cartons of six cubes for 1/-

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A *Wemos* FABRIC.

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Ask your Hosier or Outfitter to show you "TREMOLA" SHIRTS, COLLARS and PYJAMAS for present-day wear.

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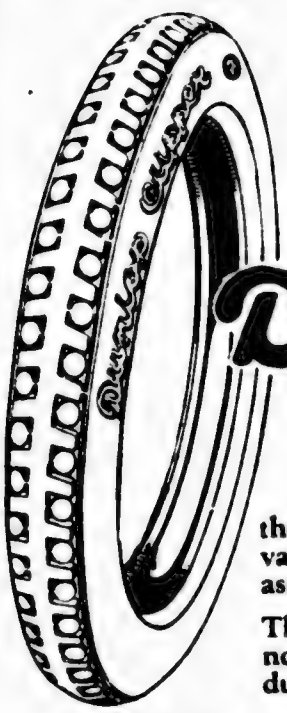

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Invalids and delicate children thrive on it. As an all round tonic and health builder its equal has yet to be found. ORZONE is made from pure olive oil, but is entirely free from oiliness and is taken in the form of a palatable "night cap."

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Our Letter Parliament

How to MAKE LIFE SAFER for Me

SERIOUS though road, mine or industrial accidents be, there is a far mightier menace than these—war.

It leaves no one in safety, but ruthlessly sacrifices all.

The best and surest way to make life safer for myself and for everyone else is to put my heart and soul into fighting against war.

The most effective "Safety Week" would be a world-wide "Peace" week.—*H. Kinsey, Manchester.*

In the Slum

My mother lived all her life in a slum. She died of consumption. I was born and married in one, and the scourge has taken hold of me. I have not long to live.

When I see my babies playing round me, and think of their probable fate, I could strangle the rack-renter who owns the property I live in.

I don't understand politics, but I think the Labour Government contains some men who come from working-class homes.

Are they going to look on while thousands of women like myself cough our lives away in hovels in which a gentleman would not house his dogs?

Pull down the slums and build us decent houses at rents we can afford to pay.—*J. K., Surrey.*

Fishermen

More thought and expenditure on fishing-vessels. These boats will often weather fierce gales, but the cramped deck areas and shallow bulwarks mean the loss of many precious lives by sudden lurches and shipping of heavy seas.

A more scientific, less arduous and dangerous method of shooting and hauling in trawl-nets.

A discovery that will control the elements, or make it possible to flash from every point of the compass ample warning of its eccentricities to any likely to be in danger in any particular zone.—*First Mate, Scarborough.*

Living Water

I live in the country, and our water comes from a well. I have to clean the gravel through which it comes. The filth I remove is indescribable.

Our drainage is most primitive, and is a positive danger in summer.

Cannot the Government be stirred up to undertake a gigantic scheme for providing fresh water and modern drainage for we country folk?—*Michael Mason, Woking.*

Piecework Perils

The collier working on piecework is often tempted, for the sake of an extra few pence, to regard safety as secondary.

Many a man who ought to have placed a prop under a bad piece of roof has neglected doing so in order to finish his tub of coal. Result: accidents of varying severity.

Many of the cripples in our mining villages are direct products of this pernicious system.

Thousands of healthy young men when put on piecework exert all their energy to produce in order to earn "that little bit more," and become old men before they have passed their thirties.

Introduce all the labour-saving devices possible, but abolish piecework.—*L. W., Treharris.*

Tram Tracks

I cycle some fourteen miles a day to my business amid some of the worst traffic in London.

Along three parts of the route I have to negotiate tram-lines, and these, in wet weather, with the tendency to skid, are a constant source of danger to cyclists.

In some places the tram-lines project as much as half an inch above the surface of the road.

Trams are an anachronism in these days of swiftly-moving traffic, and should be abolished altogether. I am sure many a cyclist would sigh with relief if they were.—*David H. Graham, S. Woodford.*

Masters of Speed

Safety must be sought, first, in ourselves. We cannot arrest the speedy methods by which our lives progress. We must respond to their demands upon our self-control and concentration.

The increasing efficiency of those means of communication, travel and transport, which are placed at our disposal by applied scientific discoveries, must find us prepared to use them as they develop.

We must master speed. Speed should be our efficient servant; we must never allow it to become our master.—*George J. Aylffe, Bucks.*

MY DERBY THRILL

ORIGINAL letters on the subject above, not exceeding 100 words, are invited, as also are letters on any topic about which you feel strongly. 10s. will be paid for each letter published. Mark envelope "Letter Parliament." Letters must reach us by first post, Tuesday, [illegible].

Two Scourges

As long as tubercu[illegible] exist on the earth no [illegible]

Whatever our posi[illegible] ever our age, where[illegible] all liable to those dr[illegible]

I am not safe, no [illegible] someone discovers a [illegible] *Wokingham.*

Caught in the Belt

The Government [illegible] more factory inspect[illegible] are not enough.

In a number of [illegible] workshops the provis[illegible] Acts are frequently i[illegible]

Machinery and belt[illegible] guarded. Young pe[illegible] to work overtime w[illegible] Complaint means dis[illegible]

Provide sufficient [illegible] that all factories will [illegible] in two months.—*Kath[illegible] Malden.*

Dust on Food

I welcome the Food [illegible] teration) Act, 1928, [illegible] right direction.

Much more remains [illegible] campaign for cleaner [illegible]

Milk is still delive[illegible] in the open street, w[illegible] abound.

Butcher's meat [illegible] exposed for sale o[illegible] careless fashion.

Thorough cleanli[illegible] the manufacture, ha[illegible] of all foods.—*J. M. [illegible]*

Can be Overdone

The police make l[illegible] regards most things [illegible] protect me from mu[illegible] theft.

From other things [illegible] able to save himself [illegible] he should not let th[illegible] safe occupy his mind [illegible]

Those firms or pers[illegible] safety" seldom get ve[illegible] *Tottenham.*

Winged Death

I want all country [illegible] footpath provided w[illegible]

The drainage and [illegible] country cottages bro[illegible] with more hygienic [illegible]

The sanitation of [illegible] positively repelling, an[illegible] of nausea in the mids[illegible]

There are also s[illegible] every district which [illegible] or spraying. Mosqui[illegible] pools, and their bite[illegible] carry infection.—*Nor[illegible]*

THE GREEN LIGHT

I'm a coal-miner [illegible] make life safer for m[illegible] job.—*A. H., Bury.*

Scientists who [illegible] brains on producing [illegible] should turn their atte[illegible] cancer and other [illegible] diseases.—*R. A. Dic[illegible]*

Give me a permanent [illegible] wage for four, a h[illegible] room, and no more w[illegible] agile to dodge the ex[illegible] —*John Philpott, Bord[illegible]*

The establishment of [illegible] ambulance men in o[illegible] help a good deal to [illegible] us.—*Mac., Glasgow.*

Race with "Silver Ring"

Good CODE News

The Two-a-day in the "Herald," too!

I HAVE good news this week for my followers who, living in out-of-the-way parts, have been unable to take advantage of the Code selections.

Commencing with this issue, the "two-a-day" will appear in the *Daily Herald*, in addition to the *Sporting Life*. The JOHN BULL selections are sent out every day with the exception of Mondays.

As a result of Diolite's easy victory in the "Guineas," precipitous punters will dash in to take short prices about his chance for the Derby.

I advise a "wait-and-see" policy, as he beat a poor lot and may easily share the fate of Diophon, his sire.

My fancy at the moment is Ballyferis, the Irish crack two-year-old.

Ballyferis was taken out of the "Guineas" as he was not "ready," but his preparation is being timed for Epsom, and my Newmarket correspondent tells me he is thriving.

The French, too, have several useful customers, and, in a poor year, may bring off another surprise.

Bull Dog and Potiphar II., two of Capt. J. D. Cohn's entries, are above the average, and danger is sure to come from one or the other.

At Longchamps last week Potiphar beat a dozen in the Prix Daru—a prize of 40,000 francs—in clever style.

Tullycross—a full brother to Ballyferis—will probably start favourite for the Kempton Park Jubilee this week-end, and if he wins, as I think he will, Sam Darling should know how he stands with his Derby candidate.

Sam Darling, trainer of the brothers Ballyferis and Tullycross

Gordon Richards will have to put up a pound or two overweight, but he is worth it to any horse.

"JOHN BULL'S" CODE

The Code for this week is as follows. It covers the racing from Thursday, May 15, to Wednesday, May 21.

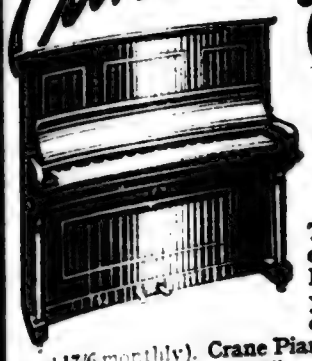
A S 3 2 E F W D P Y C Q R T U
I 9 K O J M V G X B 5 Z N H L

In place of the Code letters printed in the *Sporting Life* and the *Daily Herald* read the one above or below, as the case may be.

5IJNUJ2R would read CAERLEON.

"SILVER RING."

Either Piano or Organ 17/6



This beautiful Pianoforte or Organ will be DELIVERED FREE to your home upon receipt of 17/6 (payment completed 17/6 monthly). Crane Pianos and Organs are world-famed for perfection of tone and superb quality. There are many designs to choose from in Rosewood, Walnut, or Ebonised, hand-polished to the lustre of a jewel.

HAVE MUSIC IN YOUR HOME.

The CRANE Piano has every up-to-date refinement, check action, full compass, full trichord, bushed keys, etc. The tone is rich and resonant. Touch sensitive and delicate.

EVERY MODEL GUARANTEED FOR 20 YEARS.

THE CRANE Organ is an ideal instrument for Home, Mission, School, etc. Case of Walnut tastefully carved, bevelled mirror, music receptacle, fall board, fitted with stops and knee swell, etc. The magnificent tone is as near Pipe Organ sound as it is possible to obtain a reed instrument. Send postcard for fully illustrated Catalogue No. 240.

AGENTS REQUIRED.

Crane & Sons Ltd. 149, Oxford Street, London, W 1.
Head Office: Hanover Street, LIVERPOOL.

SHINY NOSES

Why French Women do not have them

In France one constantly hears visitors ask, "Why is it that French women do not have shiny noses?" Very few do—only those who still use the old-fashioned face powders. The great majority of French women nowadays either blend a little mousse of cream with their face powder or they use Poudre Tokalon (in which Mousse of Cream is blended by a patented process) which completely does away with shiny noses. Tokalon Compacts (both powder and rouge) in fashionably thin gilt cases also contain the mousse of cream which makes both powder and rouge extremely adherent. Something new, different and better. 1/- a box, Compacts 1/3.

RUGS GIVEN AWAY

This PHENOMENAL OFFER is made to the readers of "John Bull."

With every carpet we sell ABSOLUTELY GIVE AWAY a handsome Rug to match.

On receipt of P.O. for 10s. 6d., Carr. 1s. extra, we will forward, direct from our looms to your address, one of our

"PRUDENTIAL" Brusselette REAL SEAMLESS WOVEN CARPETS

Suitable for Drawing-room, Dining-room, Bedroom, etc. Handsomely Bordered in New Turkey and Artistic Patterns (as illustration) and fashionable shades of Crimsons, Greens, Blues, and Art Colourings to suit all requirements, **and large enough to cover any ordinary sized room.** These Carpets, with **FREE RUGS,** will be sent out as sample Carpets. They are made of material equal to wool, and being a speciality of our own, can only be obtained direct from our looms, thus saving the purchaser all middle profits. Money willingly refunded if not approved. Thousands of Repeat Orders and Unsolicited Testimonials received.

Illustrated Bargain Catalogue of Carpets, Hearthrugs, Blankets, Table Linens, Curtains, etc.

GUARANTEED GENUINE BARGAINS

10/6

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COLDS and CHILLS

One or two Anti-Kamnia Tablets soon stop the chills and soothe the aches of influenza. Quickly prevent colds and fevers. Also relieve headache, neuralgia, toothache, neuritis, women's pains, etc. End insomnia and nervousness by promoting sleep. Prescribed throughout the world over for nearly 40 years. Obtainable everywhere 1/3. *Write for Free sample.* Anti-Kamnia (Dept. L.7.), 88, Clerkenwell Road, London, E.C.1.

Anti-Kamnia

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I was bald. My hair grew anew, as shown in the portrait. Many persons — both men and women — who were completely bald have grown a full crop of beautiful hair by using **KOTALKO**

Marvellous and steady growth of hair has been reported even when falling hair, dandruff and baldness have existed for years.

A testing box of **KOTALKO** may be obtained by sending threepence in stamps to

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The Raleigh is an exclusive bicycle from front wheel to rear reflector. Its perfect balance and low bracket inspires confidence, while no other bicycle is so beautifully finished or so delightfully easy running as the

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THE ALL-STEEL BICYCLE

The only bicycle in the world built entirely of steel and guaranteed for ever. Service considered, the really "cheapest" bicycle you can buy.

free on request the new 'BOOK of the RALEIGH.' Raleighs are priced from £5 · 19 · 6 NET or by easy payments.

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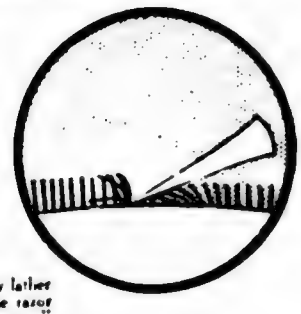
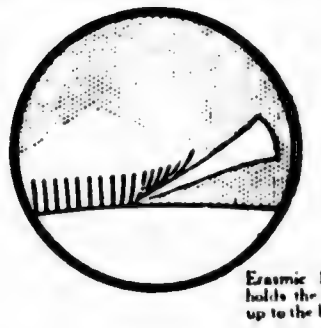
Depots and Agents everywhere.



Watery lather lets the razor "slide over."



Erasmic lather holds the hairs up to the blade.

Shave your beard Don't flatten it

Does your razor just glide over and flatten the hairs, leaving them almost as long as they were before? If so, your lather is probably weak and watery, and what you want is Erasmic Shaving Stick, which is specially prepared to lather freely and closely and holds every hair up to the blade. That is why this perfect British stick gives such a quick, close and *lasting* shave.

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SHAVING STICK

In the blue tin 1/-, Refill 10d.
In Nickel-container - - 1/3

ER. 150-111A

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? What to do with our boys and girls ?
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BY
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CATARRH
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THE Graves 'Vulcan' 5-valve Set gives in perfection the National Programmes, and a wide choice of distant stations. Complete with Cabinet Loud Speaker etc. £7:1:10 Send 10/6 now, and 10/6 monthly. We have a 20 years character for straightforward trading. Catalogue Post Free.
J. G. GRAVES Ltd. SHEFFIELD

Bring it home this week—win John Bull

£500 must-be-won X-Word

"JOHN BULL" will pay £500 for a correct solution on one Form of "John Bull" Crossword No. 64 appearing below. Failing a correct solution, the prize will be awarded to the reader whose entry is the nearest correct solution. An additional £50 will be divided between those competitors whose solutions contain one error only, or only one error more than the winning solution. Every reader has an equal opportunity—no competitor may send in more than one sixpenny double entry—entry fee Sixpence for TWO attempts. No claims required. No entries accepted after Thursday (noon), 22nd May.

Solution of puzzle will be published in JOHN BULL on sale Thursday, May 29th. Winner will be given in JOHN BULL on sale Thursday, June 5th.

Result of Crossword No. 61 appears on pages 25 and 34.

An Extra £50 for Runners-up!

PICTURE the joy and excitement at home if you were to win JOHN BULL £500 prize this week. Think what you could do with such a fortune. Your *family would benefit*.

Be a celebrity, people say. Yes, to be the person who won "John Bull" Crossword Prize. You have chances of winning a second to none, for JOHN BULL Crosswords are absolutely square and fair.

Sit down now to that £500 and don't forget that there is an extra £50 for runners-up.

Don't run the risk of being late—fill in and post your coupons early.

Read these Rules and Conditions Carefully

1. Fill in puzzle opposite **IN ORDINARY INK**, not copying ink or copying ink pencil, sign your name and write your address in BLOCK CAPITALS. Cut out coupon, place it with a Postal Order value sixpence in an envelope bearing **three-halfpenny** stamp and post to **"John Bull," Crosswords (No. 64), 31, Long Acre, London, W.C.2 (Comp.)**, so as to reach us not later than noon on Thursday, **May 22nd.**

Entry MUST be sent by post.

2. Postal Orders must be made payable to Odhams Press Ltd., and crossed "— & Co.,—" and the date of sending the order, complete with the name and address of competitor, must be written on the back. The number of the Postal Order must be written in the space provided in the Entry Form. Stamps cannot in any circumstances be accepted.

3. No responsibility will be accepted by the Editor for any Coupon lost, delayed, not delivered or mislaid. Proof of posting will not be accepted as proof of delivery and no correspondence will be entered into.

4. In the event of a tie the £500 prize will be divided between those competitors whose coupons are correct or contain fewest errors, but no competitor shall receive more than one share. Competitors should note that errors are computed according to the number of words which incorrectly answer the clues given.

5. Mutilated or altered Entry Forms will be disqualified. Solutions must be complete and filled in on Entry Forms provided.

6. No competitor may send in more than the two solutions "A" and "B" provided for on the Entry Forms.

7. The correct solution of the puzzle is known only to the Editor and will be kept under seal until all entries have been received.

8. The result of this competition will be published in the issue of JOHN BULL on sale **Thursday, June 5th.** Any competitor who claims to have sent in a solution which is identical with the published solution or contains as few errors as the competitor announced as the £500 prize-winner may have a scrutiny by demanding the same by or before first post, **Tuesday, June 10th,** after which date the prize-money will be dispatched and no claim will be considered.

9. If such demand is found to be correct the result will be amended accordingly and any competitor demanding a scrutiny must accept as final the result of such scrutiny as certified by the Editor.

10. Every request for a scrutiny must be made by Registered Letter only and must be accompanied by a remittance of £5, which will be returned to the competitor if his claim proves valid.

Request for scrutiny must be addressed to **The Competition Editor, "John Bull," Long Acre, London, W.C.2.** Envelopes should be marked "Scrutiny" in top left-hand corner. All applications must be accompanied by a copy of Entry Forms and number of Postal Order. No claims for scrutiny can be entertained in connection with the additional award of £50 cash, the winners of which will be finally decided according to the result of our careful searches of all entries.

11. Entries for this competition must not be enclosed with "Bullets" entries or other correspondence addressed to JOHN BULL.

12. The Editor's decision is final and legally binding in all matters relating to this competition and acceptance of this condition is an express condition of entry.

13. Employees of Odhams Press Ltd. and members of their families are not allowed to compete.

14. Failure to comply with any of the conditions involves disqualification.

Closing Date, Thursday (Noon), May 22nd.

CUT HERE

"JOHN BULL" CROSSWORD No. 64

Entry Form "A."

JB 64

Do not separate these forms.

Entry Form "B."

JB 64

CUT HERE

In entering this Competition I agree to abide by the Editor's decision as final in all matters appertaining thereto and enclose 6d. P.O. No.....

These Entry Forms must not be separated, and a postal order for SIXPENCE must be enclosed to cover either ONE OR BOTH entries.

SIGNED .....

ADDRESS .....

.....

Closing Date Thursday (noon), May 22nd.

CUT HERE

N.B.—Cut the above Form out complete.

Clues Across.

1. Makes country picturesque.
5. Make clear.
10. Smell.
11. Speaker.
12. Long fish.
13. Worth getting.
16. Growing timber.
18. Stained.
20. Faithful.
22. Rifle.
24. Vehicle.
27. Tailor puts on coat.
28. Worn round the neck.
29. A curio.
30. Exclamation of derision
31. Muddle.
32. Writing fluid.
33. Observed.
34. Only.
35. Evening star.
36. Schoolboy hates.

Clues Down.

2. Poems.
3. Fish spawn.
4. Défile.
5. Part of a house.
6. An age.
7. Hesitate.
8. New.
9. Irish.
14. Eats away wood [illegible].
15. To entertain [illegible].
17. Form of transport.
19. Brownish colour.
21. Draw.
23. Seen in builder's yard.
24. Poetry.
25. Often well-worn [illegible].
26. Superior paint.
27. Grows on a tree.
28. Receptacle.
30. A bundle.

Chambers's 20th [illegible] Nuttall's Dictionary used in com[illegible]

Solution of 'John Bull' X-Word No. 62.

JB 62

Result [illegible] published [illegible] The solution [illegible] X-word No. [illegible] with as many [illegible] our X-word [illegible] wish to emphasise [illegible] claims are [illegible] X-word, as [illegible] being carefully examined by our staff.

WRITE TO "JOHN BULL" ABOUT IT

THE EDITOR REPLIES

. . . You ought to be good like this.

THE Editor may be flippant on this page, but his humour is never malicious. He likes to end up the week's work on a bright note. Serious questions are dealt with by the expert staff of our Free Advice Service

H. C. C. *(Norfolk).*—"**As you see by my photo, I'm not much good at the farm. . . .**"

MAGGIE (Clitheroe).—"**Some girls kiss with both eyes closed.**" That's the only way since some men have.

G. K. (Stanmore).—"**What should I do when I'm run down?**" **The number of the car.**

C. (Burnley).—"**Impetuous people will be generally told by their black eye.**" Yes, sooner or later.

G. (Stafford).—"**Some book reviewers are quite lamb-like.**" **Remember what a lot of clipping they do.**

M. (Hollywood).—"**A certain star cannot get a divorce.**" **Hasn't she married yet?**

MRS. V. (Birmingham).—"**Marriage used to be considered a handicap.**" It's more like a relay race.

O. (Barnes).—"**Science says collars are frayed by a germ.**" **And buttons moved off by an insect?**

N. (Rochdale).—"**All the Commissions in England wouldn't fill a duck-pond.**" But some of us yearn to try the experiment.

T. (Greenock).—"**Methylated spirit could be made undrinkable.**" **They've already done with whisky, but it still sells.**

M. (Dover).—"**Tourists once visited Italy to see the excavations of Vesuvius.**" **Now they buy a ticket to see the eruptions of Mussolini.**

MRS. V. (Douglas).—"**The Isle of Man is beginning to want more Prohibition.**" **Apply to Uncle Sam.** He's got far more prohibition than he's using at present.

MRS. S. K. (Keighley).—"**Nobody thinks of duty nowadays.**" **Don't try smuggling a box of cigars into her.**

M. (Horsham).—"**I picked up a dress set as a bargain for five shillings, but it got Americanised.**" **Let that be a lesson to you.**

ZOOLOGIST (Hendon).—"**The sea is washing a yard away every year.**" **Some London trains will have to hurry up if they're to get there at all.**

DOCTOR (Burry).—"**Slimming ruins a woman's health.**" **And made a man's banking account look too.**

VEGETARIAN (Oswestry).—"**I eat nothing but greenstuff and drink nothing but water.**" **So you eat like a beast, and drink like a fish.**

D. (Gateshead).—"**You'll always find limpets on the rocks—and how they stick!**" Well, Whitehall limpets are all right, but they're not on the rocks.

D. (Manchester).—"**In the Academy there are many portraits of artists.**" **The Artist, by the way, and after viewing them we understand why the artist himself is so often portrayed.**

P. (Finsbury Park).—"**The proposed extension will help burglars to further advance.**" **This class of offender can no longer complain of being neglected.**

T. B. (Baldock).—"**Nothing pleases my wife.**" **Then give it to her on pay-day.**

M. G. (Nottingham).—"**War broke out a fortnight after I was married.**" **You mean you had a fortnight's honeymoon.**

C. R. (Bedford).—"**I left the firm after what somebody told me.**" **Was it the boss who told you?**

T. K. S. (Staines).—"**Taxpayers are just like sheep.**" **And the income-tax people do the shearing.**

M. P. (Clacton).—"**There are more amusing games than golf.**" **We would like to hear them.**

R. P. (Ely).—"**I simply adore April! Which is your favourite pet month?**" May she started work here last week.

A. F. (Highgate).—"**I always remember how a man has treated me.**" **And you don't forget the times when he didn't, of course.**

E. M. C. (Derby).—"**I see that a motorist has just driven nine times round the English coast.**" **The parking problem seems to be as serious as ever.**

C. S. T. (Leeds).—"**The electors always choose the talkative, promising type of politician rather than the other kind.**" **Which other kind?**

D. S. (Oldham).—"**Strangely enough, income-tax collectors are very cheery men.**" **They certainly have a taking way with them.**

G. M. (Purley).—"**America is all right, but give me the English countryside.**" Sorry, but the motorists are using it just now.

A. H. (Watford).—"**These articles I am sending you are the weapons with which I am fighting for the cause of free thought.**" **The weapon they most closely resemble is the boomerang.**

SANDY (Glasgow).—"**I am sending you a coat-hanger and a cigarette-lighter as a present.**" **We got the safety-match all right, but the nail must have got lost in the post.**

T. F. C. (Wapping).—"**The wife says I'm only a lantern-jawed old fool.**" But *her* face will light up if you win one of the 2,500 *Bullets* cash prizes this week. See page 35.

H. R. L. (Bath).—"**I see that a man who was returning home late from the office suddenly lost his reason.**" **Did he find another one before his wife asked him why he was late?**

GOLFER (St. Andrews).—**Last week I holed out in one, using an umbrella instead of a golf-club.**" We now await the angler claiming that he caught a fifteen-pounder with a bent pin.

F. R. (Bungay).—"**When all is said, what is woman?**" Quiet for once.

H. T. (Hitchin).—"**Don't throw this in your wastepaper-basket.**" We have placed it there with the greatest care.

J. S. (Alloa).—"**My wife is always very annoyed when she has toothache.**" **Well, no woman likes holding her jaw.**

MAC (Aberdeen).—"**I enclose half a dozen cigarette-cards for your office-boy.**" **We shall give him one each day for a week as his heart is weak.**

W. R. S. (Cardiff).—"**A politician has had a speech recorded for the gramophone.**" **We are still waiting for someone to say a good word for this unfortunate instrument.**

(Many replies unavoidably held over.)

SIDE-*Slips*

Examples of genuine unconscious humour from the current Press are welcomed. Obvious printers' errors not wanted. Actual cutting must be sent. 2/6 is paid to the sender of each item published. Mark envelope "Slips."

BELFAST NEWS LETTER:—"Mrs. —— wore a handsome fur GOAT."

EVENING CITIZEN (Glasgow):—"He said the Bill aimed at SUBSTITUTING SLUMS FOR HEALTHY HOMES."

"**THE DESERT PRICE**" (Novel):—"The big Texan said no more, but he SAID IT SULKILY."

BOLTON EVENING NEWS:—"For this delicious cold sweet you should be composed of equal portions of WATER and PEROXIDE."

DETECTIVE FICTION WEEKLY:—"A flood of raindrops slid down his NECK and HALF BLINDED him."

"**THE RIDDLE OF COUNTESS RUNA**":—"He leant down, put his arm about her WRIST, and LIFTED HER from her palfrey."

EVENING HERALD:—"Mr. and Mrs. —— left for Weymouth, where the MONEY-MOON is being spent."

NORTHERN ECHO:—"The meeting of the Middlesbrough and District Association of Foremen, Engineers and Chief Draughtsmen, WAS HELL."

THE PAPER FOR THE FAMILY CIRCLE:—"SEEDS grow very rapidly at this time of the year, and care should be taken to keep the garden as FREE AS POSSIBLE from them."

LIVERPOOL ECHO:—"His head was CUT AND DRESSED at the police station."

RED BOOK OF BOYS' STORIES:—"Suddenly the GHOSTLY HAND gave a SHOUT."

SHIELDS DAILY NEWS:—"He leaves a widow and ONE PLACE at P—— Cemetery."

CORK EXAMINER:—"When the *Shamrock* LEAVES THE WATER she will slide down into Portsmouth harbour."

BEMAX

restores Essential Vitamins

You cannot be fit and well without Vitamins. You are almost sure to suffer from Indigestion, 'Nerves,' Sleeplessness, Constipation; even Appendicitis and other serious ailments so long as there is a deficiency of vitamins in your daily diet.

Bemax is the NATURAL vitamin food. It contains a higher proportion of natural vitamins than any other known substance. It is also rich in mineral salts.

Bemax strengthens and energises the system and builds up resistance to disease. Robust health follows its regular use as naturally as day follows night

ONE MONTH'S SUPPLY

2/6

Obtainable from Chemists everywhere.

TASTING SAMPLE FREE

Please send your booklet, "New facts on Health" and a FREE Tasting Sample of Bemax.

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Name.....

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VITAMINS (1928) LTD. (Dept. J.B.4), 38, Danemere Street, London, S.W.15.

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J. G. GRAVES LTD SHEFFIELD

How to Remove Unwanted Hair

Do away with old-fashioned methods. When you cut hair it is like trimming a hedge; you simply make it grow faster and thicker just as the hair on a youth's face quickly turns into a coarse and bristly beard. Thousands are finding Veet offers the ideal method for keeping the arms and limbs free from unsightly hair. You spread on this perfumed velvety cream as it comes from the tube, wait a few minutes, rinse it off and the hair is gone as if by magic. Satisfactory results guaranteed in every case or money back. 1/6 and 3/- everywhere.

Continued from page 28.

Cook, Mrs., "Haley," Bellclose Rd., West Drayton, Middx.; Cowling, Mrs., 32, South Down Cres., Settle, Devonport; Craven, J., 705, Burgess St., Grimsby, Lincs.; Davie, S., 65, Addison Rd., W.14; Davies, Edna, 98, Tunstall Rd., Biddulph, Stoke-on-Trent; Dawson, F., 127, Stocks Lane, Stalybridge; Dewhirst, F., 110, Harlow Rd., Idget Green, Bradford; Earnshaw, D., 7, Owen St., Penistone, Sheffield; Emmett, K. L., 10, Newlands Ave., Fagley, Bradford, Yorks.; Evans, A. G., 884, Wimborne Rd., Bournemouth; Fisher, S., Lengalde, Sandygate, Sheffield; Fitzsimons, F., 14, Nutfield Rd., Cricklewood, N.W.2; Glastonbury, Mrs., 89, Kent Rd., Swindon; Grainger, H., 23, Auckland St., Shildon, Durham; Graver, G. D., 27, Burleigh Park Rd., Plymouth; Gritwood, B., 34, Birchington Rd., Kilburn, N.W.; Hall, M. & W., 5, Rowton, Wellington, Salop; Hare, J. P., Parkhouse, Eccles Hill, Bradford; Harris, F. W., 178, Leedship Lane, S.1.; Hodgson, W. H., Cuder Banks, Richmond, Yorks.; Hobbler, Mrs. M., 7, Mosman Ter., Nth. Ormesby, Middlesbro'; Hopper, A., 5, Wolferton Villas, Springhead, Nr. Hull; Houghton, Raphael, High St., Blackwood, Mon.; Haley, W. K., 4, Melrose Rd., Handsworth, B'ham; Johnston, C. E., 51, Richardson St., Belfast; Kempster, Mr. W., 63, Albert Rd., Blackpool; Knight, Sgt. R. W., R.A.F. M.T. Depot, Shrewsbury, Shropshire; Langford, F., 32, South Grove, Walthamstow, E.17; March, E. G. B., West St., Hambledon, Hants; Maughan, R./d., 3, Lyon's Bldgs., Hetton-le-Hole, Co. Durham; McCallum, M. s. M. E., 9, Corkerhill, Cardonald, Glasgow; McCormick, J., 106, Cromlean Rd., Govan, Glasgow; Mitchell, Mrs. G., 4, Park Place, Kirkcaldy; Morrison, T., Plough, Obica Park, Essex; Paine, T. W., 10, Durham Hill, Downham, Bromley, Kent; Pearson, A., Church Hse., Iden, Nr. Rye, Sussex; Richards, M., 52, Bakewell St., Coalville, Leicester; Roberts, Miss E. M., 8, Dundas St., Colne, Lancs.; Robinson, Miss E., 23, St. Michael's Rd., Bradford; Rooney, D., Seton Mains, Longniddry, E. Lothian; Rowe, C., 75, Holder Rd., South Yardley, B'ham.; Russell, A., 66, Lawood Rd., Handsworth, B'ham.; Rutledge, M. A., 96, Wheatley Lane, Doncaster; Scott, J., 121, Grosvenor Rd., Jesmond, Newcastle; Sexton, H., 18, Islington Row, B'ham.; Slack, Mrs. E., 224, Atkwright St., Nottingham; Smith, J., c/o Thos. Church Walks, Llandudno; Stott, J., 25, Ansdell Rd., Rochdale; Taylor, Miss A., 9, Benedict St., Bootle, Liverpool; Thomas, S., 89, Brunswick Rd., Buckley, Flints; Tibbetts, J., 66, Broad Green, Wellingborough; Turner, J., 24, Hall Rd., Hr. Crumpsall, Manchester; Ward, Mrs. G., 67, Harecourt Rd., West Ham, E.15; White, L. T., 46, Meadway, Bush Hill Park, Enfield; Withers, H., 71, Avalanche Rd., Portland, Dorset; Wright, Sgt. L., 918 Section, R.A.O.C., Catterick Camp, Yorks.

Another £350 X-Word appears on Page 32
Try your skill now!

GRAVES
FASHIONS
EVERY lady should write at once for the Graves Display of Fashions which includes the newest ideas for the Wardrobe — Costumes, Robes, Frocks & Coats for all occasions — made in the best style and offered at the keenest prices and on Easy Terms
PATTERNS POST FREE. Write stating style of garment you are interested in, and samples of the actual materials will be sent you together with self-measurement Form and all information.
WE also offer amazing value in Furs, Sports Wear, Skirts, Jumpers, Underwear, Corsets and Hosiery, also Maids' and Children's Wear at Bargain Prices on Deferred Payments. Send a small amount with order and the rest in monthly payments if satisfied. All goods are sent on approval
We have 30 years reputation for straightforward trading.
FROM 5/- MONTH
J. G. GRAVES Ltd SHEFFIELD

A "CHIPS" *without a Hammer*

"SINCE I lost my 'domestic partner' two years ago," says Mr. Benjamin, "I have not been able to touch anything that has been in my favour. I have had to sell my furniture and my tools, and eventually was compelled to leave the shop and go into lodgings with my little daughter.

"My health failed and I had to apply to the guardians for relief, which was granted for a period."

That is his version. His minister writes: "I have known Mr. Benjamin for four or five years. I can confidently assert that, through no fault of his own, he was left with five little children; two are now in a home, another two are living with the mother—address not known—and the fifth child, six years of age, is living with Mr. Benjamin.

"He has shown himself to me a man of great integrity of character—facing misfortune most bravely."

Anxious to become independent of parish relief, Mr. Benjamin last summer procured work selling ices. He met with an accident, however, and again the guardians had to come to his aid.

Mr. Benjamin is a good carpenter, and feels confident that with a little help to buy tools and the necessary materials he can make saleable articles such as meat safes, and by this means make a better living for himself and his one ewe lamb, for whom he grieves that he cannot provide adequately out of the 19s. per week relief he receives, from which 10s. goes in rent.

Mr. Benjamin is an old ex-Service man who fought in the South African and the European War.

Such a man is worthy of our readers' help, which we feel sure will be forthcoming. Any subscriptions sent earmarked for his case will be given to him, without deductions of any kind for the running expenses of "The Greatest of These . . ." Fund.

ACKNOWLEDGMENTS

A Mother, 1s.; Help Ye One Another, 5s.; Laura (Mayfield, Sussex), 5s.; M. A. Whitfield (Reading), 2s.; Billie, 4½d.; Mr. W. Hughes (Watford), 1s. 3d.; Granddad (Heaton Moor), 2s. 6d.; W. J. O. (Grays), 2s.; C. Beuman (North Shields), 2s. 6d.; Mrs. Maria Fimouth (Sunderland), £2 10s.; E. W. A. G. (Wigan), 7s. 6d.; "?," 2s.; W. H. Fox, 2s.; Inasmuch, 5s.; Mrs. E. J. Waterhouse (Oldham), 2s 6d.; Anon. (Maida Hill), 2s. 6d.; M. S., 1s.; Stoker's Ninth (Winlaton), 6d.; Hawthorne (Cleethorpes), 10s.; Mrs. B. Weston (Thurmaston), 2s.; Christian, 9d.; Maud and Charles, 1s.; A Ninth from Elland, 1s. 2d.; Anon., 1s.; J. E. Leather (Northwich), 1s.; Mrs. E. L. Cooper (Derwen), 1s.; B. Baxman (Newport), 1s.; Betty (Leith), 1s.; Lily, 1s.; Anon. (Blackwood), 1s.; C. and E. B. (Cornwall), 1s. 6d.; Clarissa (Nebo St.), 2s.; H. P. Thompson (Droxford), 2s.; Anon., 1930 (Whitehaven), 2s. 6d.; P. Redland (Bristol), 2s. 6d.; Bolton Trotter, 2s. 6d.; R. T. P. (Walney), 2s. 6d.; E. A. Beament (Tottenham), 2s. 6d.; A Reader, 2s. 6d.; A. W. (Loughboro'), 2s. 6d.; J. E. S. (Forest Gate), 2s. 6d.; Devon Girl, 2s. 6d.; Grace, 4s.; Grateful Heart, 4s.; Buzzie, 4s. 6d.; Miss M. McLain (Belfast), 5s.; Lina, 10s.; A Thankoffering from J.S., 10s.; Anon. (Larkhill Camp), 15s.; Billet (Wallsend), 5s.; Mr. J. Edmonds, 5s.; Mr. George Cyril Wilkinson (North Ormesby), 5s.

Many acknowledgments unavoidably held over.

Women's Worksho

Where Danger Lurks.

JOHN BULL PAYS £100.

Watch the busy housewife at work in her kitchen—Scrubbing, dusting, cooking, polishing, ironing. These little domestic duties seem trivial enough, but in performing them she often flirts with danger and sometimes even with death.

For example, Mrs. Brown, of 337, Doncaster Road, Eastwood, Rotherham, Yorks, was dusting the mantel when she approached too near the grate. In a second her clothing caught fire. Her injuries [illegible] fatal.

"John Bull" has [illegible] husband a cheque for £100 under Great Free Insurance.

Registration Form will be [illegible] below. Have you signed?

HOME ACCIDENTS—£2 a Week.

We give below the names of a few readers who have received cheques recently on account of Home Accidents.

ABERDEEN.—Mrs. M. Johnston, 40, Leadside Road.
ACTON, W.3.—Mrs. R. Tucker, 64a, Lardon Road.
NR. BANBURY, OXON.—Mrs. E. A. Smith, Albert Cottages, Down End, Hook Norton.
BATTERSEA, S.W.—Mrs. E. Clark, 22, Yelverton Road.
BRISTOL.—Mrs. J. Woodman, 223, Mina Road, St. Werburghs.
BURY, LANCS.—Mrs. I. Lees, 3, Mostyn Avenue.
CANNING TOWN, E.15.—Mrs. D. A. Pickering, 47, Barking Road.
CHESTERFIELD.—Mrs. E. Mason, 14, Wharf Lane, Stonegravels.
CHIPPING SODBURY, NR. BRISTOL.—Mr. E. Watkins, "Brook View," The Parade.
COUNDON, CO. DURHAM.—Mrs. N. Lonsdale, 17, Sussex Street, Leeholme.
DUNDEE.—Mrs. B. Gellatly, 62, South Road, Lochee.
EXETER.—Mr. T. J. Martin, 5, Courteney Road, St. Thomas.
FLEETWOOD, LANCS.—Mrs. M. Callan, 100, Mount Street.
HEADBY, NR. DONCASTER.—Mrs. H. Schofield, North End.
HAYLE, CORNWALL.—Mrs. M. J. Trevarthen, Church Street, St. Erth.
ILFORD, ESSEX.—Mrs. A. M. Rawlings, 6, Hampton Road.
LIVERPOOL.—Mrs. B. Keen, 103, Gloucester Place, Kensington.
LIVERPOOL.—Mr. A. Landy, 5, Ouse Street, Toxteth Park.
LIVERPOOL.—Mrs. A. L. Vipond, 2, Wrenbury Street, Holt Road.
LONDON, S.W.1.—Mrs. J. I. Marson, 165, Vauxhall Bridge Road.
LONDON, N.19.—Mrs. R. M. Murray, 2, Hampden Road, Holloway Road.
LLANELLY.—Mrs. S. J. Evans, 15, Marble Hall.
LOUTH, LINCS.—Mrs. H. W. Pearce, 56, High Holme Road.
MOOR TOP, NR. PONTEFRACT.—Mrs. S. A. Holman, Walton Royd, Ackworth.
NORTHAMPTON.—Mrs. S. A. Razeley, 82, Lower Thrift Street.
NOTTINGHAM.—Mr. Arthur Boultby, 73, Coppice Road, St. Ann's Well Road.
NOTTINGHAM.—Mrs. J. A. Woodward, 131, Bulwell Lane, Old Basford.
PENTYGRAIG.—Mrs. M. Thomas, 19, Brook Street, Williamstown.
RAWMARSH, [illegible] Mrs. A. [illegible] hill Road.
ROTHERHAM, [illegible] 197, Road.
KETTERING, [illegible] Gibbons.
RHONDDA, [illegible] Roberts, Trealaw.
NR. ROMNEY, [illegible] Pubber, [illegible] field.
SCARBOROUGH, Mrs. A. [illegible] 13, Felixstowe Road.
SHEFFIELD, Mrs. H. E. [illegible] 10, Flexitz Road, Darnall.
SHEFFIELD, Mrs. F. [illegible] 102, Dunsford Road, chief.
SHEFFIELD, Mrs. Clara [illegible] 140, Spring Vale Road.
SHEFFIELD, Mrs. A. A. Ha[illegible] 9, Stanhope Road, [illegible]
SHEFFIELD, Mrs. H. M. [illegible] 55, Morley Street, Wak[illegible]
SOUTHPORT, Mrs. H. A. [illegible] 152, Hampton Road.
WAVERLEY, [illegible] Jowle, [illegible] Park View.
YORK.—Mrs. [illegible] Vine Street, [illegible] Road.

Against Fire, Storm, Flood, Sickness, Accident — "John Bull" Covers You Free.

CUT HERE

JOHN BULL

***Hand* this Coupon to your Newsagent.**

To (Name of Newsagent) .....

Address .....

.....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature .....

Address .....

Date .....

PLEASE WRITE CLEARLY.

J.B., 17/5/30.

CUT HERE

***Post* this Coupon to**

"John Bull," Registration Department, Long Acre, London, W.C.2.

I have sent an Order Form to [illegible] agent for the regular weekly supply of JOHN BULL. Please register me as a regular reader.

.....
Reader's Signature

Age .....

Address .....

.....

.....

Name and Address of Newsagent .....

.....

.....Date .....

Use ½d. stamp. Don't send [illegible] certificate setting out the full conditions and certifying receipt will be sent if ½d. stamped addressed envelope is enclosed for return. PLEASE WRITE CLEARLY.

JOHN BULL'S GREAT NEW PEN OFFER
"TROUBLE! ALL OVER."
"I am highly pleased with the John Bull Pen. With other pens I have had trouble with the feed, but there is no worry now. I am thoroughly satisfied. The Pencil is a lovely one."—D. Mahan, 4, Melson Street, Greenock.
CASH THE COUPONS!
Everybody's cashing the coupons! A wonderful opportunity to become the possessor of a John Bull Pen, with which is presented a 2/6 "Everpointed" Pencil Free!
The Pen is fitted with 14-carat solid gold nib, iridium tipped. Each is accompanied by written guarantee. The Pencil is heavily plated, complete with re-fills.
'John Bull's' Pen Coupon Value 6d.
Two of these Coupons (Value [illegible]) will be accepted as One [illegible] part payment of the John Bull Pen.
For the 5 - Pen send 2 Coupons and P.O. for 4 -.
For the 3/6 Pen send 2 Coupons and P.O. for 2 6.
Add 3d. for postage and [illegible] each case.
State if fine, medium or [illegible] is desired (cross out [illegible] suitable). Name engraved [illegible] Pen, 6d. extra. Give name required. Cross remittance (make payable to JOHN [illegible]
Address: "John Bull" Pen Dept., 93, Long Acre, London, W.C.2.

ET AMONG THE "BULLETS" STARS

THE *Bullets* firmament is twinkling with gold and silver stars this week. Keep the £300 First Prize well in your vision, but do not lose sight of the fact that there are others of great magnitude ranging from £50 awards. In all, the record number of 2,500 cash prizes must be won.

All you have to do is to choose one of the *Examples* on this page, add TWO, THREE or FOUR WORDS of apt and original comment and a bet is made. Here is a specimen. Suppose you choose the *Example* THE MAN, the addition of the words—RINGS—*We* RUN AWAY complete a full *Bullet*.

Study the winners below before proceeding to make your own *Bullets*, which must reach us by **Saturday, May 24.**

£1,162 10s. CASH AWARDED THIS WEEK.

FIRST PRIZE OF £300, COMPETITION No. 757.

Mr. Wyndham Jones, 28, Belle Vue Street, Penygraig, Glam.

Example:—HUSBAND v. WIFE

Bullet:—"V" NOT "RIGHT ANGLE."

SECOND PRIZE OF £50:

J. Rosell, jnr., 1, Dixon Street, Salford.
Example—His Stripes
Bullet—Rested In Never Resting.

THIRD PRIZE OF £25:

G. Bracken, 10, Polywood Road, Belfast.
Example—In The Past
Bullet—Didn't Days Did Well.

10 PRIZES OF £5 EACH:

BAKER, 94, Sutherlands Road, Fulham, London, S.W.
Penny So Sure "Britannia" Wistfully
(Entered on " Prize Coupon.)
M. BUTLER, Blythedge Road, West Brompton.
In Possession Because Self-possession Is Man.
W. DAWSON, Cross Arcade, Bradford.
Came A Cropper And—Despite "Footers, Good
HOWARTH, Street, Manchester.
About Wind Co. If—"Wind" Made
Mrs. G. Maltby, Yorks.
P. HOWDEN, A Empty Vespels"
Tennis World
HEWELL, Street, Basingstoke.
(Entered on Prize Coupon.)
Play Risky.
L. LOUDON, Bathford of Pitcairn, Markham.
Mary And Wife Horses—Food-stuff *We* Export

"BULLETS" RULES.

The First Prize will be awarded for what the Editor considers in consultation with the Sub-Editor the best Bullet received in order of merit, the other prizes being awarded in order of merit, the Editor understanding that every Bullet received has had consideration by a member of the staff or by invited judges.

Each coupon, and a facsimile may be written on a piece of paper, must be accompanied at the rate of postal order must be sent for each coupon used. This amount may be made payable to Bulls and Cross & Co. Competitors must write their names and addresses and full particulars of sending order on the back of each coupon, the number of which must be stated on each coupon submitted. Coupons must not be mutilated.

The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects and acceptance of this prize is an express condition of entry.

Employees of Odhams Press and their families are not eligible to compete.

G. V. POWLEY, 72, York Road, Gt. Yarmouth.
"They're Off!"—Mother's Morning "Race" Over.

Mrs. R. THORPE, 9, Mercury Road, Eltham
Man I'd Like To Meet—Hubby—We Parted *Yesterday*.

Mrs. E. WOOD, Olympia, Laughton, Lewes.
Talking About Horses—"Kept Seat"—Hunting Constituency.

10 PRIZES OF £2 10s. EACH:

R. BARKER, King Dick Stores, Featherstone, Yorks.
Talking About Horses—Barber Gave Me "Hack."

Mrs. H. BATES, 61, Sidney Road, Bootle.
Counted Out—Unless We "Weigh In."

Miss E. BUTLER, 62, Bath Row, Edgbaston.
Nobody Would Grumble If—*Government* Cowardice Involved "Death."

C. C. CARPENTER, 2, Mill Hill, Huntington, York.
Last Penny—"Pretty Penny's" Poor Relation.

J. HARGREAVES, 23, Mornington Road, Sale.
Man I'd Like To Meet — Builder—I'd "Plaster" Him.

M. LOVEMAN, 60, Port Glasgow Road, Greenock.
In The Temple Of Fame—"Illiterate" Often "Writes Name."

H. MARTIN, 5, North Newnton, Marlborough.
Up Came A Policeman And—Cook's Pie "Went Quietly."

S. F. STANLEY, 24, Priory Avenue, Hornsey, London, N.
Along The Road—Trenches "Gape," Navvies "Yawn."

O. THOMAS, 78, Mansfield Street, London, E.
In An Emergency—Slip Out—Of Coat.
(Entered on "Target" Prize Coupon.)

T. J. WARD, 26, Oxhey Road, Watford.
Never Makes Mistakes—Deserves, Or *I*—Statue.

ALL PRIZES HAVE BEEN POSTED.

A list of 25 £1, 50 10/-, and 500 2/6 prize-winners can be seen at these offices.

Examples for "Bullets" No. 761.

Blow To Industry—Advice To The Motorist—For Safety—A Challenge — Eventually — Unequal Battle — My Home—Missed—Producing More—On The Balance Sheet—Punter's Mistake—Borrowing—Weak Argument — Nothing To Do—Great Expectations—Unwarranted—Generally Accepted—To Conquer—For Amusement Only—Her Idea of Life—Miss Innocence—Stolen Property—Swift As An Arrow—Taken To Heart—Always Open—He Had A Few Drinks And — Will Never Do — Trembling—Mother's Away, So—I'd Be Happy If—Wave Of Extravagance—The Big Race.

(Closing Saturday, May 31.)

Examples for "Bullets" Competition No. 760

LABOUR'S BEST	DOES ME GOOD	OFF GO THE HORSES AND
TO EXPEDITE MATTERS	THE TREATY'S SIGNED, BUT	THE BREWERS
NO UNEMPLOYED	IDEAL COMPANION	OLDER
ACCORDING TO THE RULES	THOUGHT NOTHING OF	TRYING TO IMPROVE
MOSTLY	TO THE CITY	ON THE SUNNY SIDE
THE RENT MAN	BLIND PREJUDICE	IF I COULD AFFORD IT
NEVER TIRED	MORE PALATABLE	BEGINNING TO TELL
WHY I DON'T	THE SLUM PROBLEM	FAIR
WE HAVEN'T FORGOTTEN	HER TICKET	NOT ILLEGAL YET
MAXTON	SORRY TRUTH	IT'S NO GOOD ARGUING WHEN
TO ORDER	BECOMING HYSTERICAL	

Example _____ Closing SAT., May 24
Bullet _____

(760) P.O. No. _____ Signed _____
I agree to enter this competition in accordance with the rules and conditions announced on this page. With 1 Coupon, send P.O. for 6d. Address _____

Example _____ Closing SAT., May 24
Bullet _____

Example _____
Bullet _____

(760) P.O. No. _____ Signed _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 2 Coupons, send P.O. for 1s. Address _____

Example _____ Closing SAT., May 24
Bullet _____

Example _____
Bullet _____

(760) P.O. No. _____ Signed _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 3 Coupons, send P.O. for 1s. 6d. Address _____

Example _____ Closing SAT., May 24
Bullet _____

Example _____
Bullet _____

(760) P.O. No. _____ Signed _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 4 Coupons, send P.O. for 2s. Address _____

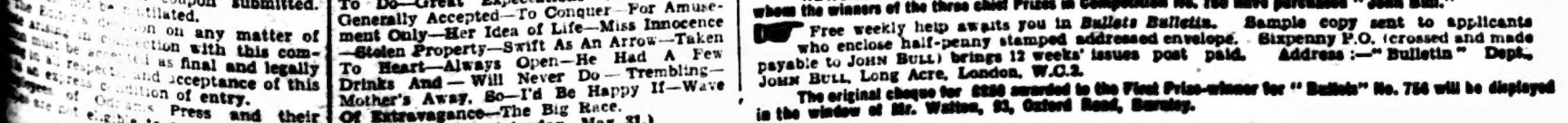
If you wish to send in further "Bullets" you can write them on plain paper.

ADDRESS COUPONS: "Bullets" No. 760, "John Bull," Long Acre London, W.C.2 (Comp.)

NEWSAGENTS' PRIZES.—Cheques for £5, £2 and £1 respectively will be paid to the Newsagents from whom the winners of the three chief Prizes in Competition No. 760 have purchased "John Bull."

Free weekly help awaits you in *Bullets Bulletin*. Sample copy sent to applicants who enclose half-penny stamped addressed envelope. Sixpenny P.O. (crossed and made payable to JOHN BULL) brings 12 weeks' issues post paid. Address:—"Bulletin" Dept., JOHN BULL, Long Acre, London, W.C.2.

The original cheque for £300 awarded to the First Prize-winner for "Bullets" No. 754 will be displayed in the window of Mr. Walton, 93, Oxford Road, Burnley.



Amazing Offer to introduce NAVY CLUB VIRGINIA CIGARETTES.

Customers Get Gifts First and COLLECT COUPONS AFTERWARDS

This amazing offer to introduce

Navy Club
VIRGINIA CIGARETTES

is made possible by collaboration with the Manufacturers, who wish to popularise this their latest model. Guaranteed to receive all principal British and Continental Stations. Mahogany case. Single tuning dial. Mullard Valves. Stadion Batteries. Equipped for gramophone pick-up and all latest improvements are embodied in this Set. Cuts out London with one simple turn.

HOW IT IS DONE.

The Makers of the Set and the Manufacturers of the Component Parts, together with ourselves, contribute towards the cost of this astounding offer in order to secure a world-wide demand for NAVY CLUB VIRGINIA CIGARETTES and for the "DENNIS SUPER" 5-VALVE PORTABLE WIRELESS SET.

SALES

increased by over

2,000%

SINCE AUGUST LAST

and the demand is still rising.

Little over 6 months ago the smoking world was set talking by the introduction of a really fine 10 for 6d. Cigarette. The excellence of Navy Club soon made them widely known and their sales rapidly increased. Fabians have set a new standard. Navy Club Cigarettes by themselves and of their own quality have since their introduction rapidly found favour with an ever widening circle of particular smokers. Navy Club cigarettes will please your palate, never affect you with morning mouth or catch your throat.

Bigger Value—Fewer Coupons!

That such gifts of value could be given free with such superb cigarettes is described as nothing short of amazing.

Go out to your tobacconist now and buy your packet of

Navy Club
VIRGINIA CIGARETTES

and then send the empty carton with the Free Coupon below for 25 Free Bonus Coupons, cash value 3/4.

Ask Your Tobacconist To-Day for a Packet.

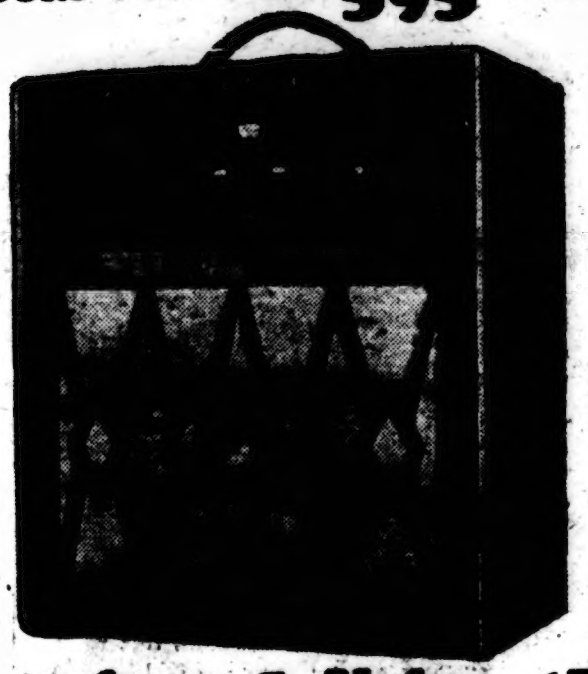
10 for 6d. — 1 Coupon in Packets of 10 / 2 Coupons in Packets of 20 — **20 for 1/-**

FREE

THIS SET YOURS FOR ONLY 595 COUPONS NOW!

No waiting while collecting Coupons.

You Get Your Set First and Collect Coupons Afterwards



Plus 6 Gns. for Royalty and Valves, or a corresponding larger number of coupons under another method. Send for Particulars.

You can listen in at will to:

Paris, Berlin, Hilversum, Langenberg, Madrid, Hamburg, Huizen, Toulouse, Cologne, Turin, Oslo, Stockholm, Budapest.

And many other stations.

This 23 Guinea 5 Valve "DENNIS" Super Portable FREE to smokers of

Of all good Cigarettes the BEST

Navy Club
VIRGINIA CIGARETTES

Finest Blend you have ever tried.

This Celebrated Full-Size "CHELLOPHONE" Portable Gramophone

in handsome strongly made case, best quality fittings and lid pocket for eight records. Latest improved sound box, 10-inch plush turntable, non-spillable needle box. Exceptionally strong motor.

You can have the Gramophone, together with

26 METROPOLE (3/- Quality) RECORDS

first, and collect the coupons afterwards.

FREE FOR ONLY 295 COUPONS

Here are some of the many other Valuable Gifts from 10 Coupons up.

REAL SILVER PLATED 5/- EVERSHARP PENCIL	50 Coupons
HALF OUNCE BOTTLE of ERAH ORIENTAL SCENT in Gold Presentation Box	50 Coupons
Ditto, Sample Size	10 Coupons
LADIES' ART. SILK STOCKINGS (all shades)	75 Coupons
Ditto, Pure Silk	150 Coupons
FASHIONABLE LADY'S HANDBAG, best quality, centre pocket and a mirror. In all colours	125 Coupons
GENTO PATENT LIGHTERS, Nickel (Retail Price 12/6)	100 Coupons

Plain Cork or Ivory Tipped

Branch of the GENERAL TOBACCO CO. LTD.

FREE COUPON

Post in ½d. stamped envelope and enclose one empty carton of Navy Club Cigarettes to

L. & J. FABIAN (DEPT. C.B.15), 74, New Bond Street, London, W.1.

Please send me 25 FREE Bonus Coupons, with list of gifts and particulars of HOW I CAN GET AT ONCE, without any cash payment whatsoever, the "DENNIS" Super Five-Valve Portable and/or the "CHELLOPHONE" Portable Gramophone with Twenty-Six 3/- records.

AND COLLECT COUPONS AFTERWARDS

I enclose one Navy Club empty carton.

NAME .....

ADDRESS .....

TOWN ..... COUNTY .....

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